

CHEMIST & DRUGGIST

The newsweekly for pharmacy

August 15, 1987

a Benn publication

'No contract'
pharmacy wins
reprieve

PSGB seeks
consensus on
free movement
— legal action
threatened if
Writtle case
re-opened

PAGB finds
Council's views
on Nuffield
contradictory

Little support
for PSNC levy
from LPCs?

Out and about
tackles Welsh
back row

Selling in —
selling out
on promotions

Top choice.



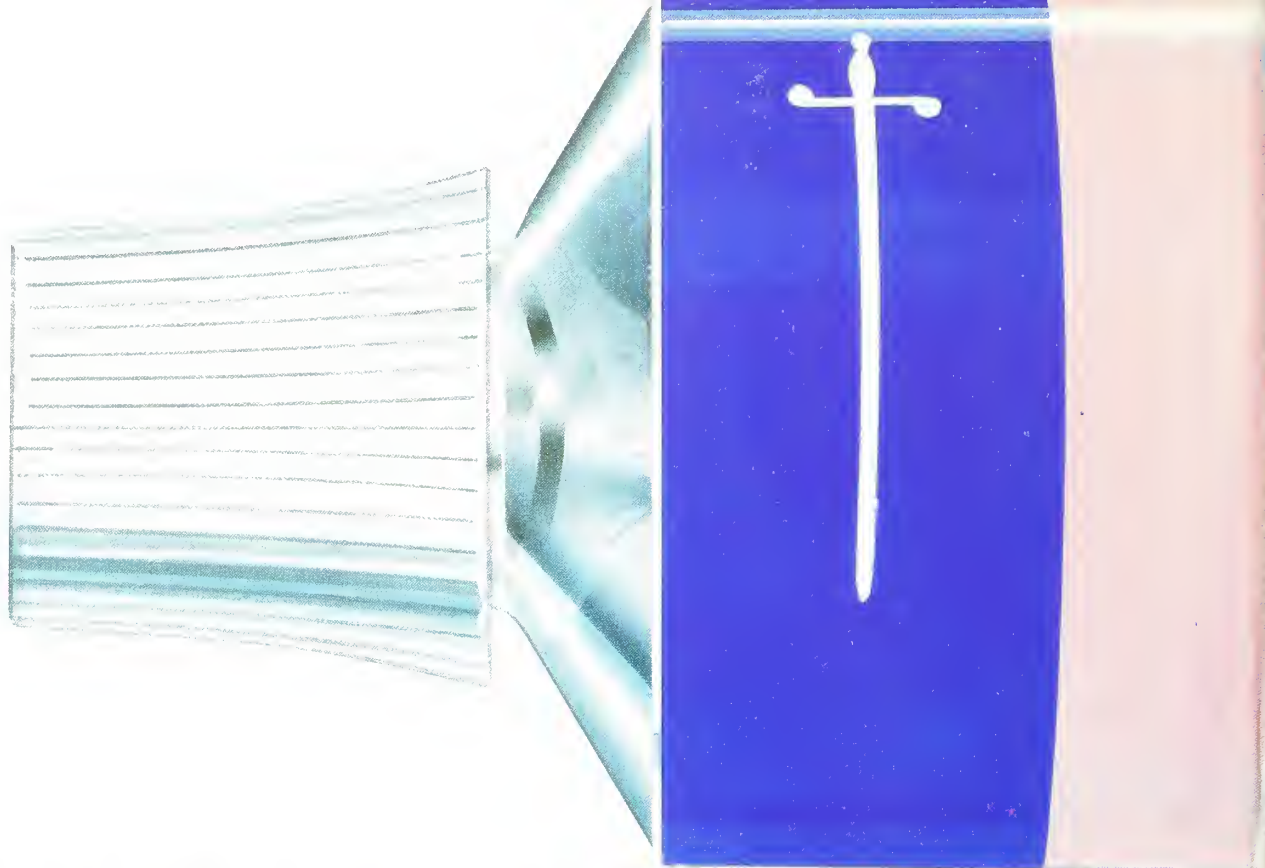
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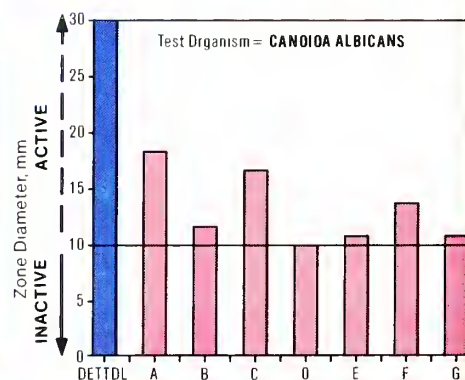
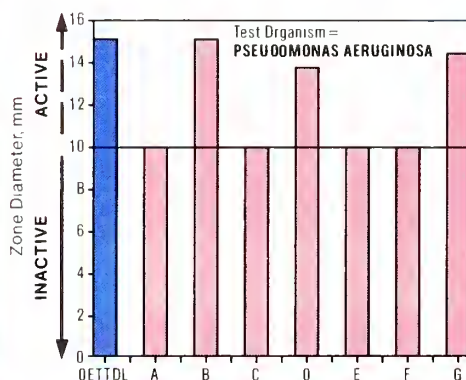
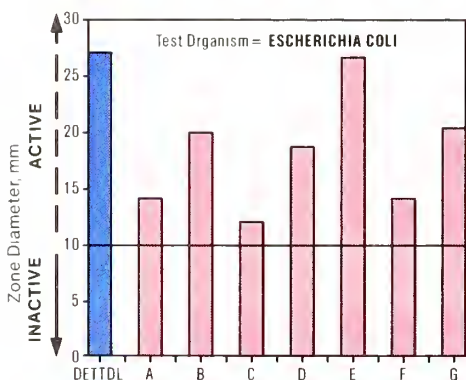
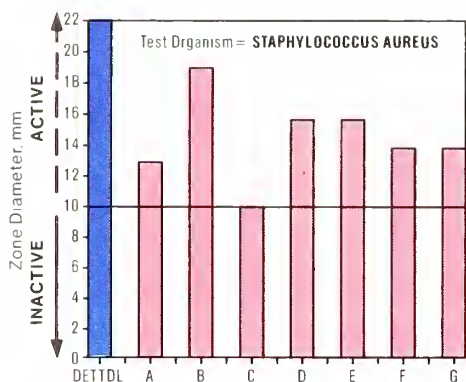
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COMMENT



There is a strong suspicion in the air that pharmacy contractors are going to fail to put their money where their mouths are — or were on February 8 when the LPC conference endorsed a proposal from Dorset that PSNC should produce a scheme to compensate contractors forced out of business for reasons beyond their control...

As a follow up to this resolution PSNC is currently asking LPCs to determine the level of support for a £200 levy per pharmacy to fund such a scheme. The initial feedback is, regrettably, not encouraging. Most LPC secretaries C&D spoke to this week felt it was "a bit early to say, but don't think they're going to go along with it". More than one voiced the opinion that since the Government had caused the problem, the Government should provide the money to sort it out. While this is a perfectly reasonable statement, is it realistic to expect the current Government to take any notice? PSNC has already tried and failed, and hence the suggestion that the profession do something



about it themselves.

Such an opinion also assumes that such a fund will only benefit those who are disadvantaged by the new contract, but not eligible for the official compensation package. But as Dorset LPC were at pains to point out last week (Letters p250), the scheme it envisages will be ongoing, and will safeguard the situation of any contractor whose livelihood is threatened by events beyond his control — in effect a very cheap insurance scheme. This is beyond any contract compensation. It is something that is for contractors and as such should be paid for by them, not the Government. And Dorset LPC rightly say that this is a plan

deserving the support of every contractor in the land.

For those who feel that this is yet another worthy cause they are being asked to support, it may be worth remembering charity (if that is what such a one-off "insurance payment" can be likened to) begins at home. And home can hardly come closer than one's livelihood. Dorset LPC sees PSNC's lump sum approach as a recipe for failure and have suggested a half pence levy per script for a year. This may be a more equitable method of funding a compensation scheme, but the end result will be the same. And it is understood the administration of the scheme will be left to individual LPCs anyway.

PSNC has been criticised in the past for ignoring the needs of small contractors, or individuals for the sake of the whole. The compensation scheme was seen as a way to rectify in part that situation. Are contractors going to let its efforts die, or are they going to surprise themselves and indicate positive support for PSNC's scheme?



'No contract' chemist wins FPC reprieve

A London pharmacist who opened up a new shop at the beginning of June and had to close again ten days later because the family practitioner committee had no record of his applying for a contract, has won a reprieve.

Mr Yashpal Bhupal, who already has a shop in Croydon, applied for a contract to open a pharmacy at 96 Knightshill, SE27, last November under the old contract regulations. When Lambeth, Southwark and Lewisham FPC told him it had not received his application, and that he would have to apply again under the new contract rules, he was faced with bankruptcy.

But secretary to the London LPCs Geoff Noden, who until recently shared the same office building with the FPC, was able to prove Mr Bhupal's application, sent by recorded delivery, had been received. The FPC this week has given Mr Bhupal a verbal undertaking that his missing application will be honoured, and he has been able to start dispensing.

Mr Bhupal first applied for a contract last November, but when he phoned the FPC three weeks later to check on progress, he was told his application had not arrived. He re-applied at the end of December and sent the form off by recorded delivery.

At the beginning of February he started to receive the PSNC's newsletter and Drug Tariff amendments, and assuming the FPC had forwarded details of his application, did not check further. "When I opened my first shop in Croydon I never received an acknowledgment of

my application," he said.

The pharmacy was due to start trading in the New Year, but due to various problems did not open until June 1. Mr Bhupal then wrote to the FPC asking for his contract number. The FPC wrote back saying it had never received his application. Mr Bhupal sent a copy of his recorded delivery receipt. The FPC said it would check what had happened from the Post Office, but they had lost their records. Meanwhile Mr Bhupal was advised to stop dispensing.

The FPC said there was little it could do, and that he would have to apply for a contract under the new regulations, with the consequent risk of not getting on to the pharmaceutical list. At this stage Mr Bhupal phoned PSGB Council member Ashwin Tanna, who in turn put him in touch with PSNC chief executive Alan Smith and the LPC secretary.

Although the FPC has recently moved offices, the LPC has not. Mr Noden was able to establish from a book held at the main reception desk to record deliveries that Mr Bhupal's letter had been received and signed for.

A spokeswoman for Lambeth, Southwark and Lewisham FPC confirmed this week that Mr Bhupal had been given permission to open. "The basis of his application was that he had sent a recorded delivery item to us. On that basis we have been prepared to allow him to practise," the spokeswoman said. But she was not prepared to give the exact terms under which the FPC's decision was reached, as there may be other pharmacists whose applications are under dispute.

since pharmacies there started selling "season tickets," 44 per cent of those issued had gone over pharmacy counters.

The scheme, which is backed by Cheshire Local Pharmaceutical Committee, is aimed at providing a faster service for patients needing certificates.

Pharmacists receive no payment for the service, but the FPC spokeswoman said there is little administrative work involved. Patients fill in form FP95 as usual, pharmacists bank the fees and complete a monthly return to the FPC.

The one sale C&D found was made by Chester pharmacist Malcolm Espley. He felt the scheme would show pharmacists could be "obliging and helpful".

PAGB at odds with PSGB

The Proprietary Association of Great Britain finds some of the Pharmaceutical Society's comments on the Nuffield report contradictory, and hopes that the views of manufacturers and consumers will be considered before a final report is published.

In its latest "Bulletin", the PAGB points to the proposal that dispensing General Sales List medicines, dressings and appliances and certain repeat prescriptions could be allowed in the absence of a pharmacist, but that Pharmacy medicines cannot be sold if the pharmacist is out.

PAGB also feels that there will be problems caused by the proposal that pharmacists should be allowed to draw up a list of P medicines which can be sold without direct contact with the purchaser. There are no guidelines for selecting such medicines and so presumably there will be different lists in different pharmacies.

The majority of consumers buy products with which they are familiar, says PAGB. They can be confused when they find that they cannot buy a medicine because the pharmacist is not in the shop. PAGB suggests they may be similarly annoyed if the new proposals are accepted because although they may be able to buy the required P medicine they will presumably have to give personal details for records Council says should be kept.

PAGB concludes that: "While the conduct and control of any profession must be decided by its members, manufacturers and consumers should be aware that some of the issues to be discussed over the next few months will also affect them and it is to be hoped that their views will also be considered."

Slow start to OTC FP95 scheme

C&D has found little evidence of a rush to Cheshire pharmacies since pre-payment certificates went on sale on August 1.

Of a dozen pharmacies in the county C&D contacted, only one had sold a certificate since the August 1 launch.

The one year experiment by Cheshire Family Practitioner Committee follows a trial in Warrington which appears to have been a great success. An FPC spokeswoman told C&D that in the year

Premises up 15

The number of premises on the Pharmaceutical Society's Register is creeping up again and has now topped 11,800. There was a net increase of 15 in July to 11,801.

In England (excluding London) there was a net increase of 14, with 39 openings and 25 closures. London was down two, with one opening, two premises restored and five lost. There were three openings in Wales, while Scotland was unchanged overall, with three added and three lost.

The Register is up seven in the four months since the new contract.

Threat of legal action if Writtle case re-opened

The Pharmaceutical Society is to write to the Secretary for Social Services advising him that if he decides to re-open the Writtle rural dispensing appeal, without being required to do so by the court, the Society may have to seek a judicial review of that decision.

The Secretary of State upheld a decision of the Rural Dispensing Committee to approve a pharmacist's application for preliminary dispensing consent in Writtle. His decision was taken on the basis of the written evidence. The doctors concerned put in an application for leave to bring a judicial review of the Secretary of State's decision and are seeking to have the RDC decision set aside.

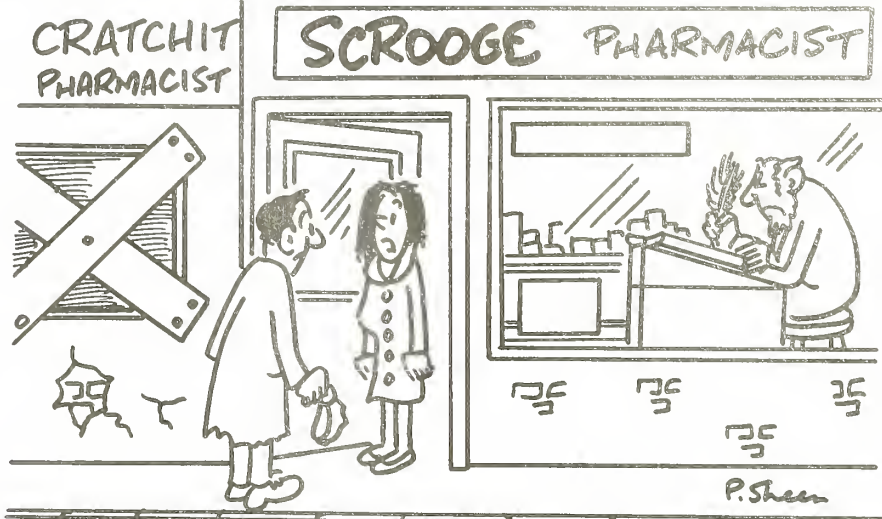
The Society's Council heard at this month's meeting that Mrs Edwina Currie, Parliamentary Under-secretary for Health, had told the Society that the Secretary of State intended to hold an oral hearing if the RDC's decision was held to stand. She said the court had been told of that intention, and it was considered that an oral hearing was the best way for a decision to be reached in the shortest possible time. On the other hand, if the court decided that the RDC's decision should be set aside, then the pharmacist's application would have to be considered by the dispensing subcommittee and RDC all over again.

The Society has sought counsel's opinion and been advised, in essence, that the Secretary of State had no power to re-open or rehear the matter and that, should he do so, the Society could apply for a judicial review. A decision to rehear the case would raise a matter in which the Society had a direct interest. It would then be proper, if necessary, to start legal proceedings.

CSM warning on NSAIDs

Pharmacists counterprescribing ibuprofen might like to consider the latest advice from the Committee on Safety of Medicines.

The CSM says it has received 309 reports of asthma or bronchospasm occurring in association with the non-steroidal anti-inflammatory drugs,



"I'm sorry your pharmacy has closed down, Mr Cratchit, but you won't get any compensation here."

including aspirin.

In the latest issue of "Current Problems," the CSM says that it has been notified of the deaths due to bronchospasm of four asthmatics who had taken single doses of NSAIDs. Three of the deaths followed ibuprofen, the other indomethacin. Two of the patients had a history of asthma worsened by aspirin.

The CSM notes that aspirin may provoke or worsen asthma in approximately 5 per cent of asthmatics, and recommend that patients whose asthma is provoked by aspirin should avoid NSAIDs.

Boots help DDA

Sponsorship for a meeting of the Dispensing Doctors Association came in the unlikely shape of Boots.

The company sponsored an evening meeting of the Hampshire and Wiltshire divisions of the DDA on May 21, at Middle Wallop. A note in the DDA Journal expresses the hope of a repeat performance, with Boots' help.

A spokesman for Boots said: "All drug companies have doctor meetings as part of their promotions. In our case, each medical representative has a budget for holding doctor meetings as a way of getting people together.

"It so happens in this case the group the rep got together were dispensing doctors. We were not supporting the dispensing doctors' business."

■ Wellcome say they are waiting for further information from makers Dow Corning about the future of Silastic foam dressing, which has been withdrawn in West Germany because of a cancer scare. Wellcome's subsidiary Calmic market the product in the UK, but have been out of stock. A spokesman told *C&D* they were expecting additional supplies in "a week or so".

Little support for PSNC £200 levy

The proposal by PSNC to ask contractors for £200 in a voluntary levy to support disadvantaged contractors is running into opposition.

LPC secretaries have been asked to write to members to ascertain how many pharmacists would be willing to contribute. Responses so far show little support for the idea, and a number of LPCs have refused to send on the letter.

A number of LPC secretaries *C&D* spoke to felt that since it was Government-inspired delays that have led to a number of pharmacists being disadvantaged by the new contract, but unable to claim official compensation, the Government should come up with the cash.

Of the 133 contractors in Liverpool LPC, 45 have responded, with 71 per cent voting against, says secretary Jeremy Clitherow. From Sandwell LPC David McKay says support for the idea has come from half of the 50 per cent who replied. Doncaster, Rotherham and the London group of LPCs are among those giving the proposal the thumbs down. Allen Tweedie, however, reports Northern LPCs are coming out in favour of the scheme.

Some LPCs have yet to approach their members, but PSNC has asked for an indication of contractors' wishes by September. Chief executive Alan Smith has indicated that if there was a 50 per cent positive response rate PSNC would press ahead, but only those who participated would benefit.

For the London group of LPCs, secretary Geoff Noden said only two committee members indicated they would contribute anything at a recent meeting, and two of the four LPCs have decided not to distribute the letter.

No PL renewal for Cetiprin

Kabivitrums are not seeking a renewal of the product licence for Cetiprin tablets. Cetiprin will be discontinued when the current licence expires next Spring.

Cetiprin (emeprium bromide) was granted a licence of right in the '70s and was due for review by the Committee on the Review of Medicines at the end of this month. But the company decided not to proceed with an application for a full product licence after consultation with the licensing authority. "Cetiprin is an old product that has been superseded by Terolin. The authorities have granted us an extension until the end of May 1988 to allow clinicians, pharmacists and patients to make alternative arrangements," said marketing manager Rod Wood.

The company has stocks of Cetiprin to last up until the end of this year at least. Kabivitrums will make arrangements for the return of any unused stock when the drug has been formally discontinued next year.

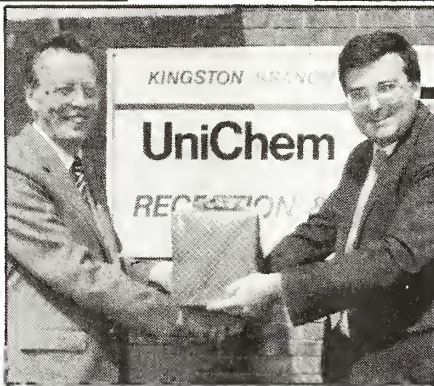
Cetiprin has always been a "problem" drug. Emeprium bromide, a highly polarised molecule, is poorly and irregularly absorbed orally, and must be given with plenty of fluid as it may cause ulceration of the gums, mouth or oesophagus. Kabivitrums's new product, Terolin (terolidine) has both anticholinergic and calcium antagonist properties.

Microdiets 'safe when supervised'

Very low calorie diets can be a safe and effective method of weight reduction when administered under medical supervision, two doctors claim in letters to the *British Medical Journal* this week.

Dr Michael Hall of Bristol Royal Infirmary, reports a study of 24 patients with progressive refractory obesity in which the use of a VLCD produced weight loss of more than 15kg in eight patients in a mean time of 3.1 months, with the greatest weight loss — 30.3kg — being achieved by one patient over an eight month period.

Dr John Marks, Girton College, Cambridge, and medical consultant to Cambridge Nutrition, responding to criticism of microdiets in a *BMJ* leading article (*C&D* June 27, p1226) disagreed that skeletal muscle is lost by patients on VLCDs. "There is a reduction in lean body



Corden Chemists of Pulborough, Sussex is celebrating 100 years since Louis Corden, grandfather of the present proprietor, took over the family pharmacy. Dennis Corden (left) joined the business in 1946 and is now assisted by his three sons, all pharmacists. He was presented with a commemorative crystal decanter by UniChem general manager, Barry O'Gorman at the company's Chessington headquarters

mass, but this is accounted for by the fluid changes caused by diuresis," he says.

He points out that the restriction to one month's use at a time is for dieters not being seen by their practitioners. "Under medical control, many dieters have used the diet continuously for periods of a year or longer with no adverse effects and with an average weight loss of about 6kg per month," he says.

Condoms top OTC growth

Fear of the AIDS virus is giving a dramatic boost to condom sales in Europe, with contraceptives predicted to be the fastest-growing category of OTC external medications there by 1990.

A report on OTC external medications from Frost & Sullivan, covering West Germany, France, UK, Italy and the Netherlands, forecasts contraceptive sales to grow by more than a fifth by 1990.

But contraceptives comprise only a small part of the external OTC market — 7.6 per cent of total 1986 volume. The entire range of OTC externals will rise from \$2.7 billion in 1986 to nearly \$2.8 billion in 1987, and be well over \$2.9 billion by 1990, says the report. On a per capita basis, spending of barely over \$11 in 1986 will closely approach \$12 by 1990 in the five countries.

OTC external products will benefit from the government moves to reduce spending in health care, the report says. West Germany is the leading national market, with France the second largest. In the UK, where 1986 sales amounted to £321 million, growth will be hampered by "fiercely competitive trading". "OTC external medications in Europe", *Cost* \$2,650, Frost & Sullivan Ltd, 4 Grosvenor Gardens, London SW1 0DH.

Targets for NI health care

The Government is targeting health education, preventative health care and the development of care in the community in its regional strategy for Northern Ireland covering the next five years.

Parliamentary Under Secretary for the Province, Richard Needham, launching the plan, said: "Northern Ireland has a terrible record for deaths from preventable diseases like heart disease and strokes. No matter how good our hospitals are, we won't be able to change that record unless we can get people to look after themselves better."

The Government specifies a number of key areas for action, including improving immunisation rates, developing screening programmes for cervical cancer and breast cancer, and education programmes on alcohol and drug misuse, and AIDS, and the promotion of dental health.

"The public must be given the information and services they need to improve their own health and this task requires the close co-operation of such groups as health education staff, health visitors, GPs and community pharmacists," the plan says.

The Government proposes redeployment of at least 1 per cent of revenue spending from hospitals to community services over the five years, some £28m in total.

Glaucoma drugs

The latest *Drug and Therapeutics Bulletin* gives its verdict on three new topical beta-blockers for glaucoma.

The newer compounds are as effective as timolol in lowering intra-ocular pressure in patients with chronic open angle glaucoma, says the bulletin. Carteolol may have fewer systemic effects than timolol, although the evidence comes from only a few trials; the data sheet advises caution in patients with known contra-indications to systemic beta-blockers. Betaxolol is selective for beta-receptors and may have advantages over timolol in patients with known airway obstruction, although it can rarely cause respiratory difficulty. Metipranolol is cheaper than the others and is worth considering for routine use.

Topical beta-blockers should be used with extreme caution in severe pulmonary or cardiac disease, concludes the bulletin.

Chemist & Druggist 15 August 1987

SPECIAL ANNOUNCEMENT

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By Xrayser

LRC to raise funds for AIDS

Condom manufacturers LRC, not to be outdone by the likes of Richard Branson, have announced they intend to raise £1m for AIDS research.

The MillionAid fund-raising initiative will be launched nationwide on September 2. To be run through Durex stockists, the scheme asks consumers to collect Durex Kitemarks. For every Kitemark received from a pack of three LRC will donate 10p, and 20p for those from 12 and 18 packs. In this way the company says it can guarantee a donation of £250,000.

To reach the target of £1m LRC plan to enlist consumer support in a sponsorship campaign, encouraging societies, clubs and colleges to organise sponsored events. A MillionAid office has been set up to distribute sponsorship packs and co-ordinate fund raising activities.

Money raised will go towards AIDS education research in the UK, scientific research in Africa, and the care of haemophiliac AIDS sufferers. The money will be allocated by an independent panel.

The Kitemark collection scheme will receive full POS support, with customer leaflets, header boards for Durex displays and collection boxes to be sited at purchase points.

■ More than one person a day died of AIDS in the UK last month, according to Department of Health figures. Up to the end of July there were 935 cases of AIDS, of whom 529 have died. Figures at the end of June were 870 and 490.

Despair led to illegal CD supply

A pharmacist who, driven by despair, gave his wife Diconal tablets illegally, could lose his livelihood.

Derek Isenberg wanted to ease his wife's agony from her migraine attacks after conventional treatments had failed, Haywards Heath magistrates were told recently. His solicitor told the court that he would now go before the Pharmaceutical Society Statutory Committee and could face being struck off.

Mr Isenberg admitted supplying 350 morphine based tablets from his shop in America Lane, Haywards Heath, West Sussex, without a doctor's prescription. Magistrates gave him a year's conditional discharge.

Many a slip

The complexities surrounding the opening of a new pharmacy have always involved work and paperchasing. With the recent flurry of proposed "beat the ban" openings it is evident that one or two of the beaters have come unstuck on aspects of regulations overlooked in their haste. I know of two potential leapfroggers who have been foiled in their plans because town planning has been refused on the premises they had chosen.

It is ironic, and not altogether displeasing, that the pharmacy being run by a doctor's wife at his surgery in residential premises has been found to need planning approval. Since this use is not within the permitted exceptions it looks as though it may have to close. With four or five nearby pharmacies having already provided a first class local service for years, I would not expect an outcry, other than from those who stood to gain. But I dare say the umpire will be appealed to...

Boots beaut?

I laughed. I don't often, but I was tickled to read Boots minilabs are judged "Good but pricey" by *Which?* in a recent survey of retail D&P. I have just had a customer in, moaning to my heart's content about work she had done by them. As it happens, she was wrong. The work was all right, considering the grotty film she gave them to develop — underexposed, camera shake, out of focus, all the faults in the Bible. But where I scored, unlike the Boots assistant, was in discussing the faults with her. My giving her time and showing her why her photos were no good led to her buying a first class idiot-proof camera... from me.

Frankly I can't think these minilabs will stay the course as genuine money makers. I did some homework when the Kis rep came to lean on me as a potential customer. I thought his arguments unconvincing. For one thing, the machine he proposed installing didn't have a proper computer head to analyse each negative automatically, nor did it appear to have slope. I am not surprised *Which?* found their work inconsistent. I have a reasonably successful photo business because I spend time at it and make sure the processors can match reprints to originals, short of sending the originals back, that is, which means dealing with one or other of the big outfits who have the type of equipment which costs real big money but turns out superb work.

I'm having a bit of a battle over margins at the moment though, because they are

trying to reduce mine by about 2 per cent, which niggles me, since in another area the same firm is offering silly deals to new potential customers. I told them they can jump up and down as much as they like but I'm not willing to take a lesser slice. So they went away again, calling me a hard man.

What price?

There has been some talk about the price of Maxepa. Duncan Flockhart have reacted quickly to criticism. They are charging more than Seven Seas because they are funding long term research, support and promotion, etc. I hear all this, but am not overwhelmed. Seven Seas did the original research, did they not? Has anyone more experience of long term stability of cod liver oil products than Seven Seas? I would have thought not.

Promotional costs are normally contained as a percentage of the NHS cost, but as N. Hillier of Croydon remarks, an original counter pack of 35 at a basic price of £2.47 works out at £14.11 for 200. The new dispensing pack of 200 is to be charged at £28.57. One wonders whether the pricing has been aligned towards the cost of other treatments?

Pragmatic

I'll be honest. I didn't understand what this business of the "Prag Amendment" was about. When I first saw it I thought someone had misspelled Prague...

The NPA tells us it is dismayed at Society opposition to a clause modifying the conditions under which pharmacists in the EEC would be able to practise pharmacy in Britain. But in a long letter John Ferguson, secretary and registrar of the Society, has made clear exactly what the position is, and exactly what action the Society took in pointing out the implications of the draft regulations. It appears that under the amendment an EEC pharmacist would not be permitted to operate, ie work in a responsible way, in a pharmacy which had not been established for more than three years, which as the Society points out, if you are a locum, is perverse. Of course, we have been bedevilled by the fear of leapfroggers until very recently, and so saw the word "operate" as equal to owning?

I particularly like the succinct sentence: "So the test for whether an EEC pharmacist could accept a locum or managerial post, which would put him in personal control of a UK pharmacy, will not be his length of experience or his competence, but how long the pharmacy has been open." The Society did not lobby. It didn't need to.

Chemist & Druggist 15 August 1987



We're adding Depth to our great range.

Dep, one of the most dynamic US toiletry companies has acquired Jeffrey Martin worldwide. So Jeffrey Martin (UK) Limited is now Dep (UK) Limited.

For now, nothing else has changed. We will continue to provide these premium brands with the outstanding support and service that makes them. proven sellers.

Dep has more resources to put behind the brands. So look for exciting developments... you can depend on Dep to provide continuing and growing commitment.

Cuticura, Topol, Ayds Slimming Cubes, Catarrh-Ex, Coda-Med... now with added Depth.

Dep

Dep (UK) Limited
PO Box 274, Sterling House, 165/175 Farnham Road, Slough,
Berks SL1 4XJ Telephone: 0753-820743/4 Telex: 848074 DLP
Fax: 0753-34788



Nicholas Labs take pains . . .

The Contrapain range, being sold in later this month by Nicholas Laboratories, is a set of four OTC analgesics each designed for a specific type of pain.

Hedamol, containing paracetamol 500mg and codeine phosphate 10mg, is for severe headache (12 capsules £1.30). Sinintol, containing paracetamol 500mg and pseudoephedrine 20mg, is for sinusitis, nasal congestion and catarrh (12 capsules £1.30).

The other two preparations contain 300mg sustained release ibuprofen which recently became a pharmacy medicine — Suspren capsules (10, £1.09) soothe rheumatic and muscular pain for up to 12 hours and Femafen capsules (12, £1.30) are for period pains.

All four products will be promoted as the Contrapain range with merchandising support in the form of display cards and a counter display unit holding six packs of each product, explaining the concept "Because every pain needs its own pain reliever."

Marketing support in the first six months will amount to £750,000. There will be an advertising campaign costing £600,000 and running from the end of October to March in women's magazines such as *Family Circle*, *Woman and Home* and *Good Housekeeping*. Double page spreads will demonstrate the complete range and emphasise that there is a specific product for specific pain. Single page insertions will major on individual products in the range.

Nicholas estimate that the OTC analgesics market, including sinus headache remedies, is worth £112 million at rrp with specific analgesics worth £76 million and growing at 25 per cent compared with 7 per cent for the market as a whole. There are plans to extend the range eventually.

Femafen is intended for dysmenorrhoea in older women who tend to suffer a more "dragging" pain, while the



company's existing product for period pain, Feminax, is recommended as more suitable for younger teenagers who want a quick acting rather than long acting product to control spasm. *Nicholas Laboratories Ltd, 225 Bath Road, Slough SL1 4AU.*

Lessons on hydrocortisone

The use of OTC hydrocortisone products is the aim of an educational programme being put together by Reckitt & Colman, the makers of Timocort.

Leaflets and brochures are included and the company also plans to syndicate a radio interview to stations throughout the country.

For pharmacists a nine minute video tape explains the background to deregulation and the availability of the preparations. Pharmacists may obtain a copy of the video, on loan, from the consumer marketing department, *Reckitt & Colman Pharmaceutical Division, Dansom Lane, Hull HU8 7DS.*

Eylure - pressing the point

Eylure are launching press-on Fashion Finish nails, a range of self adhesive pre-coloured nails in six designs.

Each blister-packed Fashion Finish nail set contains 16 nails and 24 press on pads complete with instructions. Six shades are available — pink pyramids, arctic fashion, lilac blaze, champagne finish, flame fashion and crimson rays — each etched with a contrast design.

The company say the nails can be worn continuously for several days. If they come loose, light pressure should re-stick the adhesive, or the pad can be replaced. Refills of self-adhesive pads are available.

For retailers, Eylure have designed a counter display merchandiser, holding 36 hanging blister packs (six of each design)

Bebelac dry for babies

There is new competition in the dry sector of the babyfood market with the launch of a range from Bebelac.

The four products — Biski crem, Fruti crem, Meli crem and Fari crem — are made in Greece and offer, the company says, 100 per cent natural ingredients, low sugar, no artificial colouring, no additives and no salt. All are enriched with 13 vitamins and minerals.

Biski crem is a semolina based biscuit preparation, Fruti crem contains banana, apple, pear and orange in a semolina base, Meli crem is described as a gluten free honey treat (rice flour base) and Fari crem is a milk and cereal savoury, also based on semolina.

The products are suggested for babies four months and up. Bebelac say that a 200g box (18, £12 trade) provides 16 to 18 servings.

The Bebelac baby range boxes are illustrated with coloured drawings of the ingredients. The ingredient benefits are flashed on the front of the packs.

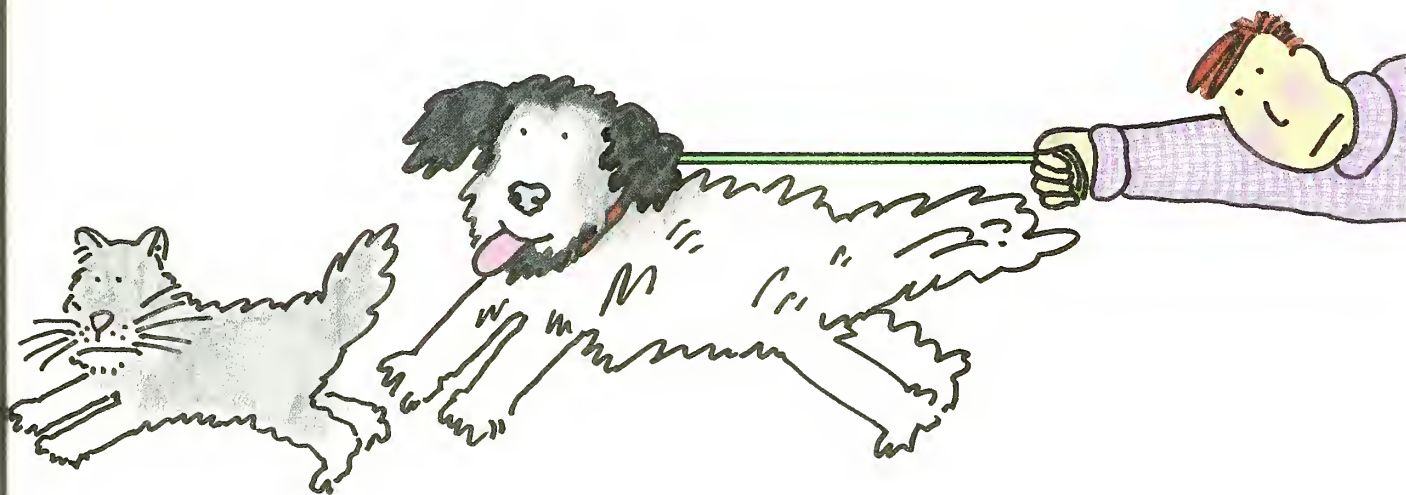
Bebelac have taken a stand at Chemex. *Bebelac (UK) Co Ltd, 229 Kensington Church Street, London W8.*

CIBA Consumer Pharmaceuticals have taken over the marketing, sale and distribution in the UK of Doan's Backache Pills. *Ciba Consumer Pharmaceuticals, Wimblesbury Road, Horsham, West Sussex RH12 4AB.*



with a laminated header card. *Eylure Ltd, Grange Industrial Estate, Llanfrehfa Way, Cwmbran, Gwent.*

A great new health market is speeding your way.



More and more people today are discovering the benefits of natural medicines in their lives.

Now they can offer the same gentle benefits to their pets.

Herbal health care for pets is gathering pace. It's a new and exciting market that's already producing generous profits.

And you can be part of it.

Denes is promoting three of its best selling range of herbal supplements in a completely new point of sale unit containing Garlic — nature's antiseptic, Greenleaf to protect against rheumatism, and All-in-One tablets — an ideal natural source of vitamins and minerals for pets' daily fitness.

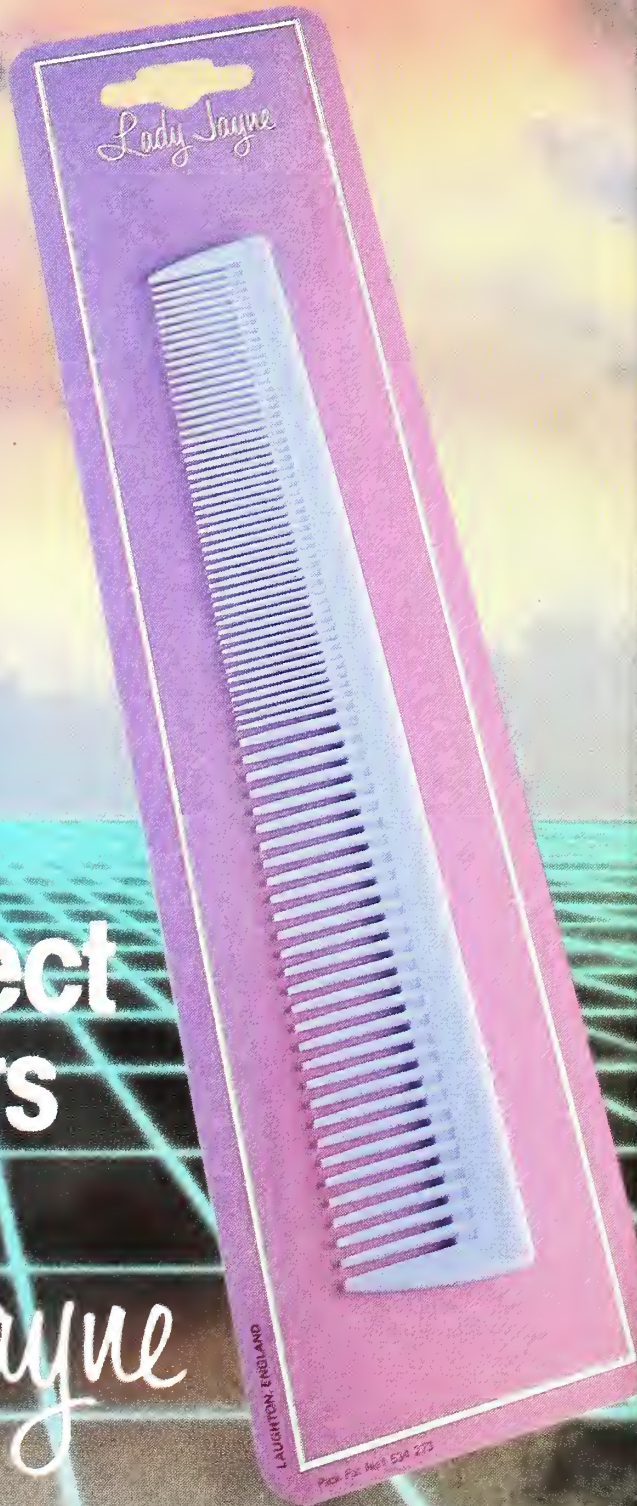
Denes herbal diet supplements are highly regarded and established products. They're supported by superb service, extensive advertising and a highly attractive range of merchandising materials.

Furthermore, they offer you full margins for excellent profits.

Get a grip on a fast moving market. With Denes herbal products for pets.

Natural supplements to a healthy turnover. See your wholesaler for special introductory offers.



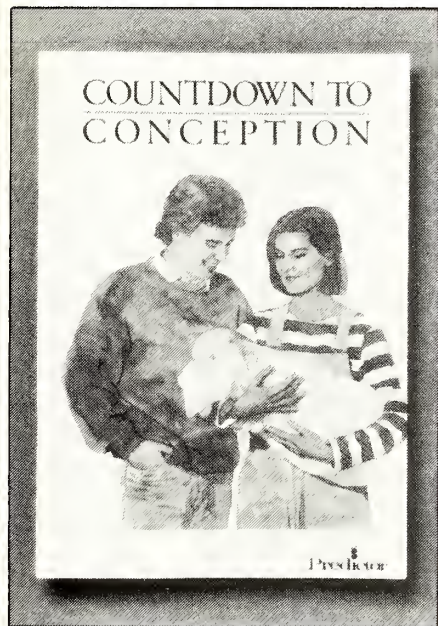


the perfect
partners
from
Lady Jayne

Predicting the future

Chefaro Proprietaries are supporting their New Predictor home pregnancy test with an in-store display competition this Autumn, plus new leaflets on pre-conception care.

The promotion forms part of an ongoing support programme for the brand which includes a £300,000 national advertising campaign, and offers pharmacists and chemist counter assistants the chance to win a first prize of a personal sitting with a leading astrologer, or one of 200 personalised horoscopes. POS is available.

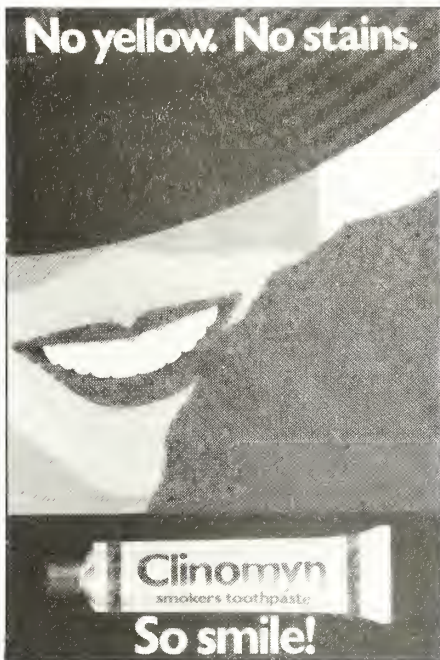


The "Countdown to conception" booklet advises on the importance of a preparation period for couples thinking of starting a family, and covers men's health, diet, alcohol abuse and the dangers of smoking. It can be obtained from *Countdown to Conception, Dept CP, PO Box 289, Sawston, Cambs.*

Comfort for mum

Egnell-Ameda, the Swiss breast pump manufacturers, have produced a new soft breast shield insert for their pumps.

The company says the Flexi-shield (£3.50) is constructed so that its operation produces a sensation closely imitating the natural suckling of a baby. It can be autoclaved, cold solution sterilized or boiled repeatedly. *Egnell-Ameda Ltd, Quarry House, Mill Lane, Uckfield, East Sussex.*

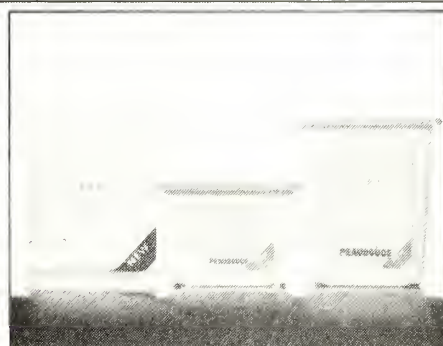


Clinomyn smoker's toothpaste will be supported with a new advertising campaign which breaks this month. Using national posters and radio, De Witt will be putting £300,000 behind the brand. The campaign features the line "No yellow, no stains — so smile!" and the poster uses the brand's colours. *De Witt International Ltd, 62 East Barnet Road, New Barnet, Herts EN4 8RQ.*

Cash in

Booker Cash and Carry are running special price promotions on the following items over the next three weeks:

Aquafresh toothpaste, Silvikrin hairspray and shampoo, Palmolive soap and shampoo, Head and Shoulders, Simplicity, Fairy toilet soap, Ultra Pampers, Fiesta kitchen towels, Kleenex for men, and Jordan's Original Crunchy bars. *Booker Cash and Carry, Malt House, Field End Road, Eastcote, Ruislip, Middx HA4 9LW.*



Peaudouce Baby wipes

Readers may have noticed a slip up in last week's **Counterpoints**, on p260. Our printers inadvertently mixed up the colour pictures, so the picture of Prestige's new baby feeding and safety range, Small World, appeared above the story on Peaudouce's Baby Wipes, and vice versa. The pictures are reproduced above, hopefully captioned the right way round this time

Sweeten up

Bayer are backing Natrena sweetener with a £2m national television campaign.

Breaking this week, the commercials run until the end of September, and carry the message "Lose calories not taste". Current Press advertising will continue until the end of September. *Bayer UK Ltd Consumer Products Division, Bayer House, Strawberry Hill, Newbury, Berks.*

Expansion

HtB (UK) Ltd, distributors of Pranavite Slim, have announced plans to broaden their product base.

The launch of a number of new products to expand HtB's activities into the herbal remedies market, as well as a new range of slimming products, are promised for the Autumn. *HtB (UK) Ltd, 60 Osmondthorpe Lane, Leeds LS9 9EF.*

Bar none

Shepherdboy are launching a new range of carob bars called "Just So" (£0.28) in carob crisp, mint, ginger and orange flavours. The launch is being supported with full-colour health press advertising. *Shepherdboy Ltd, Healthcross House, Cross Street, Syston, Leicester LE7 8JG.*

Bee fit

Regina Royal Jelly are introducing a five pack of Concorde (£9.95). It is designed for occasional use prior to "unusually strenuous physical or mental activity". *Regina Royal Jelly Ltd, Regina House, 2a Alexandra Grove, London N12 8NU.*



The new Prestige range

And he only popped-in to pick-up a prescription



As a professional pharmacist you probably get your fair share of people calling in to have prescriptions dispensed.

But what about your turnover of products other than drugs and medicines?

All those high profit possibilities such as perfumes and toiletries, health foods and homoeopathic products.

Perhaps you haven't considered all the possibilities open to you. Or, maybe you have but they're not moving as well as you'd hoped they might.

Either way, you have everything to gain from an informal initial consultation with Shopfitting and Design.

We are a specialist consultancy with wide experience in advising pharmacists on store design and merchandising.

We will survey your specific location and recommend the merchandise most suited to your business. Following which, we will design your premises to ensure that you achieve optimum sales per customer.

Even if they only pop-in to pick-up a prescription.

Shopfitting & Design

We make your premises and your profits look really good.

I would like further details of your shopfitting and design services

Name

Address

Tel

**shopfitting
& design**

Shopfitting & Design Centre Ltd.,

2a Hallatrow Road, Paulton, Bristol, BS18 5LH Telephone: 0761 418941

COUNTERPOINTS

Snapping at Kodak

Kodak have introduced a freepost service for Kodak camera repairs and are running a competition for amateur photographers.

Some dealers have been keeping cameras needing repairs until the next Kodak van called, says the company, or incurred additional cost by mailing and paying for postage themselves. Now retailers will be able to send cameras direct to Kodak's camera repair centre, to be fixed and then returned.

Initially retailers will receive 20 freepost labels, say Kodak. Further supplies can be ordered via representatives.

The photography competition being run through regional newspapers in England, Scotland and Wales.

Prizes for the best holiday snaps sent to one of the participating newspapers include a £50 Pickfords holiday voucher, a Kodak 35 AF2 top-of-the-range compact camera, and £20 worth of Kodacolor Gold film. Winners who also send in a Gold film box top or data panel will receive £50 worth of Kodacolor Gold film, say Kodak.

Regional winners will then be eligible for entry in a national competition with a chance to win £4,000 worth of Pickford holiday vouchers plus £1,500 spending money.

The closing date for entries is September 7. *Consumer Sales Office, Kodak Ltd, PO Box 66, Hemel Hempstead, Herts HP1 1JU.*

Polaroid go see-through

Next month sees the introduction of a see-through version of Polaroid's Image camera.

The limited edition "Onyx" camera is encased in a matt black case with an onyx tinted top through which the internal electronics are visible.

Polaroid say the camera is to be packaged with Christmas in mind, supplied in a display box featuring a Polaroid "Mirage" hologram of the camera's electronics and optics.

The Image System Onyx has an rrp of £150, say *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.*

Selling the Tudors

Tudor Photographic have produced a new point of sale merchandiser for their XL colour film.

The rainbow coloured unit comes ready packed and holds a range of 50 of the most popular size films, 135-24exp, 110-24exp and 126-24exp in ASA 100, and 15 exp Disc in ASA 200. The merchandiser is designed to occupy very little shelf or counter space. *Tudor Photographic Group Ltd, 15 Priestley Way, London NW2 7AF.*

New light on torches

Micromark torches have been repackaged and will be backed by national television advertising in the Autumn.

The 13 different torches and lanterns now come in a modernised carton with a detailed visual display. And a free stand with purchases of £500 worth of goods is available for POS.

The £500,000 advertising campaign, a first for the company, will run from October to January, 1988, and will be backed by major consumer promotions, say distributors *BDC, BDC House, 550 White Hart Lane, London N17 7RQ.*



Mousse news

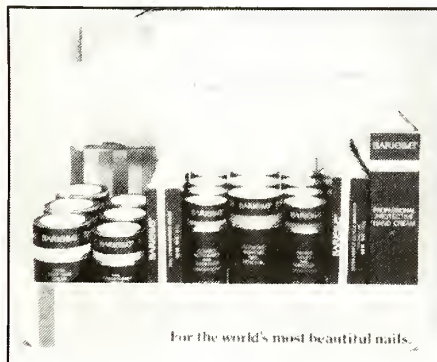
Revlon are extending the Flex styling mousse range with an ultra control variant (£2.09).

The product is designed for consumers who require an extra strong styling hold, yet prefer mousse to gel. It will be featured in the next £550,000 Flex national television campaign and sampled and couponed through women's magazines during the Autumn. *Revlon International Corporation, 86 Brook Street, London W1.*

Hello Broadway

Broadway Cosmetics have produced a counter display unit for the Barielle Total Nail Fitness Programme.

The unit contains three Total Footcare creams, three large nail strengthener creams, eight small nail strengthener creams, four Clearly Noticeable nail thickeners (formaldehyde free), three Intensive Nighttime nail renewals, four Instant Liquid nail hardeners (formaldehyde free), eight Extra Gentle cuticle minimizers, four Professional



For the world's most beautiful nails.

Protective hand creams and explanatory leaflets.

Barielle will be supported by an Autumn/Winter advertising campaign in the women's Press. *Broadway Cosmetics, 16 The Broadway, Mill Hill, London NW7.*

Chemist & Druggist 15 August 1987

Getting Fresh

A new Deep Fresh foam bath campaign starts this month on three television regions.

One burst in Anglia and Tyne Tees will run for two months through August and September, while on Yorkshire Television the burst will extend for another six weeks to finish on November 16. *Reckitt & Colman Pharmaceuticals Division, Dansom Lane, Hull HU8 7DS.*

Lashings of it

Mavala are expanding their Eye-lite mascara range to comprise ten fashion colours.

In addition to brown, black and blue, the product (£2.85) now comes in magnetic mauve, pearly grey, violet, glacier blue, iris, bright green and dark green, say *Mavala Laboratories Ltd, 16 Morewood Close, London Road, Sevenoaks, Kent TN13 2HU.*

It's in the bag

A free gift is on offer with Swedish Formula products.

With purchases of one colour and one skincare product, Max Factor are giving away a plastic tote bag containing a plaited headband, loofah body scrubber, pencil sharpener and face brush. *Max Factor Ltd, Watermans Park, Brentford, Middx TW8 0DS.*

THE CREAM OF SUMMER SELLERS TOO!



Cold sores and sore lips don't go away for the Summer. And those long, lazy days in the sun can cause as many problems as the coldest Winter day. Blistezé's medicated cream formula provides soothing relief for cold sores and dry or cracked lips throughout the year. Keeping them looking and feeling their best.

BLISTEZE. THE CREAM OF SORE LIP AND COLD SORE TREATMENTS

Dendron Ltd., 94 Rickmansworth Road.

Dendron

Watford, Herts WD1 7JJ Tel (0923) 29251

New improved Kaltostat

Britcain are claiming heightened wound site activity for their calcium alginate seaweed dressing, Kaltostat.

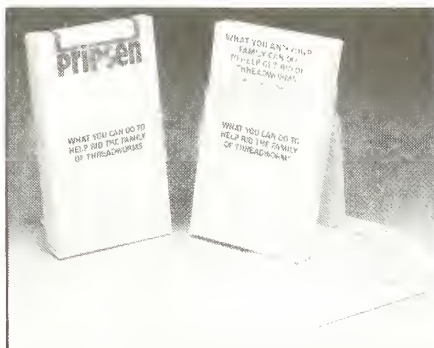
The company says that Kaltostat's properties originate from calcium sodium ion activity, the calcium ions in the fibre reacting with sodium ions in the blood and exudate. The company has now revised the calcium sodium ion composition of the fibre and say that future production batches of Kaltostat wound dressings and wound packing will have the added benefit of a faster gelling action at the wound surface. *Britcain Ltd, Progress House, Albert Road, Aldershot, Hants GU11 1SZ.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Amplex deodorant:	STV, Y, C, A, TSW, TVS, LWT, TT
Askit powders:	GTTV, STV
Andrex:	All areas
Carefree panty shields:	All areas except A, HTV, TVS
Cidal soap:	C4 (TTV)
Corimist:	STV, G, Y, C, TVS, LWT, TTV
Deep Fresh:	Y, A, TT
Dettol:	All areas
Empathy:	All areas
Farley's rusks & cereals:	Bt
Fiesta kitchen towels:	All areas
Jaap's health salts:	GTV, STV
Lady Grecian 2000:	STV, C4
Lanacane creme:	STV
Lana-sting creme & spray:	U, C4
Laxoberal sugar-free liquid:	STV, HTV, TSW, TT
Lipcote:	TSW, TVS
Mylanta II:	G
Natrena sweetener:	All areas
Nurofen:	All areas
Nutrasweet:	All areas
Odoreaters Trainer Tamers:	G, Y, C, A, HTV, TSW, TVS, LWT, TTV, C4
Optrex:	All areas
Oxy 5 & 10:	All areas
Paracodol:	U, STV, G, Y, HTV, TT
Peaudouce babyslips:	Bt
Radox Showerfresh:	All areas
Reach toothbrushes:	All areas
Sensodyne toothpaste:	C, A, C4
Sergeant's Rug Patrol:	G, Y, TVS, LWT, TTV, C4, Bt
Silvikrin:	All areas
Simple skin care:	TTV, C, TVS, G, A
Vapona insecticides:	Bt
VO5:	STV, G, C, HTV, TSW, TTV, TT



"How to help rid the family of threadworms" is a new home hygiene card from the makers of Pripsen, Reckitt & Colman. The card outlines some simple hygiene measures. Pharmacists may obtain copies and a dispenser by writing to Mark Cawood at *Reckitt & Colman Pharmaceutical Division, Dansom Lane, Hull HU8 7DS.*

Don't cry over...

Spills of blood, urine or other body fluids are the target of Guest Medical's new biohazard spillage kit.

Each kit contains absorbent granules of a chemical disinfectant which forms a paste with the spill and allows it, together with container fragments, to be picked up with a disposable scoop and scraper provided. Scoop, scraper and contents are then disposed of in card envelopes.

Any remaining materials can be disinfected with a wash bottle and trigger spray, and a bottle containing liquid disinfectant made up from tablets included in the kit. *Guest Medical Ltd, 136 High Street, Sevenoaks, Kent TN13 1XA.*

PRESCRIPTION SPECIALITIES

Infacol liquid from Pharmax

Pharmax have introduced a new product for the treatment of infant colic. Infacol, which is sugar and artificial colouring-free, contains activated dimethicone 40mg per ml and is available on FP10 as well as OTC.

The 50ml plastic dropper bottle (£2.27 retail) administers the exact dose (0.5ml), say Pharmax.

Manufacturer Pharmax Ltd, Bourne Road, Bexley, Kent DA5 1NX

Description White, orange flavoured liquid containing activated dimethicone 40mg per ml

Uses Gripping pain and infant colic
Dosage 0.5 to 1ml before feeds should produce progressive improvement over several days

Supply restrictions GSL

Packs 50ml bottle with dropper (£1.38

Systematic approach

Winpharm have created the Phisohehex System to link Phisohehex medicated face wash and medicated lotion and Phiso-Ac medicated cream. Complementary packs have been designed for the range in blues, greens and pinks. New POS material will be available for the trade.

Winpharm plan a sampling exercise through a number of teenage and women's magazines. Instore leaflets will be available from the Autumn. *Winpharm, Sterling-Winthrop House, Onslow Street, Guildford, Surrey GU1 4YS.*

Herbs go to the dogs

Denes, manufacturers of herbal products for pets, are launching a major sales drive through pharmacies from September. A new merchandiser has been designed for pharmacies, shelves or countertops, and will hold 100 and 200 pots of Greenleaf, Garlic and All-in-one herbal conditioning tablets. New 400 economy packs are also available. *Denes Veterinary Herbal Products Ltd, 14 Goldstone Street, Hove, East Sussex BN3 3RL.*

trade)
Product Licence 0108/0100
Issued August 1987

Syringes line up for September 1

Pharmacists will have plenty of brands to choose from when supplying disposable insulin syringes on the Drug Tariff, from September 1.

B. Braun Medical's single use insulin syringes with needle Omnikan will be available in 0.5ml and 1ml sizes, both packed in 100s (£8 trade). *B. Braun Medical Ltd, Braun House, 13 Farmbrough Close, Aylesbury Vale Industrial Park, Stocklake, Aylesbury, Bucks HP20 1DQ.*

Steriseal's Insupak 0.5ml and 1ml syringes are packed in 10s (£0.80 trade). *Steriseal Ltd, Thornhill Road, North Moons Moat, Redditch, Worcs B98 9NL.*

Chemist & Druggist 15 August 1987

NO OTHER
FIRST AID
TREATMENT
EVER ACTED
LIKE THIS.



The most exciting launch in the first aid market in over 25 years is happening with the introduction of new Stop Hemo. A totally new kind of first aid dressing that actually stops bleeding.

Stop Hemo contains a natural extract of seaweed called calcium alginate. Which, because of its ability to stop bleeding, has already been extensively used in hospitals. Making Stop Hemo the most advanced dressing on the consumer market today.

Stop Hemo has a GSL Product Licence but, in line with our policy of supporting the pharmacist, it will be sold only through pharmacies. And that means increased business for you.

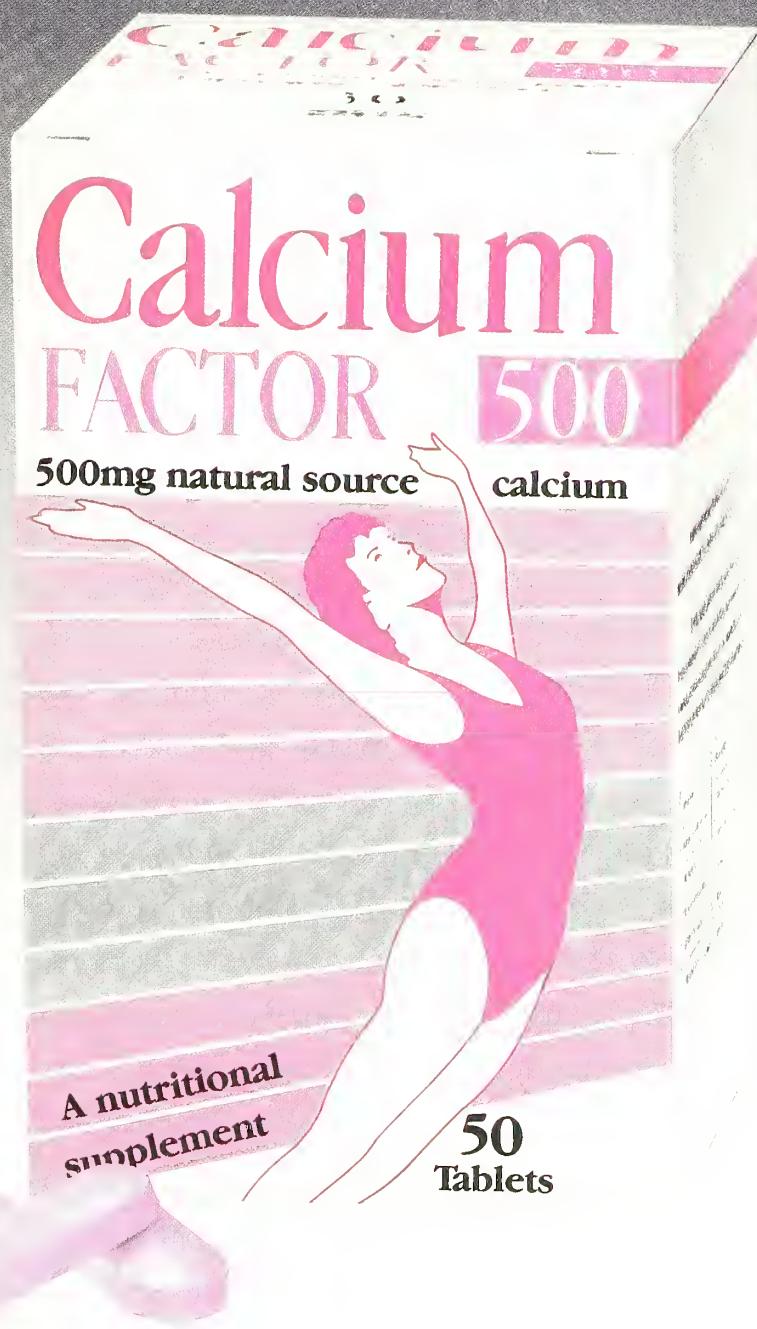
New Stop Hemo will be launched to your customers with a major advertising campaign, that will run throughout the year in women's press. So when your customers start asking for Stop Hemo, make sure you've got it in stock... Because no other dressing will act like this.



For more information on Stop Hemo, please contact Windsor Pharmaceuticals on Bracknell (0344) 484448. Windsor Pharmaceuticals Ltd., Ellesfield Avenue, Bracknell, Berks RG12 4YS.

RSP £2.75. Price to retailer per ½ doz £9.57.

counts with calcium.



New Calcium Factor 500.

from Intercare Products – Building brands for you and your customers



Intercare Products Ltd, 7 The Business Centre, Molly Millars Lane, Wokingham, Berkshire RG11 2QZ. A SANDOZ COMPANY



Council seeks consensus on free movement

The Pharmaceutical Society is to seek a meeting with the NPA and PSNI to discuss the Government's proposed method of implementing the European Community directive on free movement of pharmacists, and to seek a concerted view within the profession.

The "Prag" amendment to the EC Directive had been introduced as a protection for countries without a geographical distribution of pharmacies and had been understood to relate to pharmacy ownership. The proposed Order sought to implement the amendment by personal control requirements.

The secretary and registrar reported to the Council at this month's meeting that the Department of Health had been made

aware of the Society's views on the implications of the methods chosen for implementing the "Prag amendment". An indication had been given that the delay in adopting the Order, because of a query on the linguistic requirement, would give the Department more time to think.

However, the NPA firmly believed that the proposed means of implementing the amendment was the one it had always envisaged, and the PSNI was keen that the amendment should be implemented in the form in which it appears in the draft Order. It seemed unlikely that any change would be made to the Order unless the Government was presented with a concerted view of the profession.

The secretary and registrar said the Society would have to enforce the legislation and should not enter into new legislation which was known to be leading

to difficulties. It seemed illogical that the key to whether an offence had been committed would not be the competence of the pharmacist but the length of time the pharmacy had been opened.

It was thought there was a better suggestion in terms of controlling those who might own pharmacies or be superintendent pharmacists. However, there was likely to be great difficulty in selecting pharmacists whose eligibility as superintendents would be restricted.

The president, Mr B. Silverman, said the secretary and registrar had a duty to set down in writing to the Department the difficulty of enforcing the proposed law.

Mr W. Darling said he had never heard either the PSNI or the NPA argue the case they were now putting forward prior to the Order being published. It was important for the Society, the NPA and the PSNI to sit round the table, before the October Council meeting if possible, to look at all the implications. The "Prag amendment" had been inserted into the Directive to help the UK because at the time it had not had control on the

Say Cheese...

This new range of SIRIUS cameras will make you and your customers smile!



**David
Anthony
Pharmaceuticals**

Spindus Road Speke Hall Industrial Estate
Liverpool L24 1YA Telephone: 051-486 7117
Telex: 629846 Hermes G Fax: 051-486 5955



SIRIUS cameras are now available from David Anthony Pharmaceuticals, retailing from £9.99 to £29.99 with a great deal in it for you. For further details contact your agent or direct from:-

geographical distribution of pharmacies. Within the next four or five years a review of geographical distribution would be undertaken for the European Parliament and the EC Commission, and he wanted the UK to be committed to geographical distribution. He wanted the principle of the "Prag amendment" incorporated in addition to the controls introduced with the new contract.

Mr Darling suggested that the president could initiate a meeting of the three bodies to look at the overall implications of the impasse facing the Council. It was nonsense that a pharmacist could legally be in personal control of one of the largest pharmacies in the country but could not have personal control of a pharmacy that was dispensing, say, 1000 prescriptions per month, just because it had opened recently.

Mr Balmford welcomed Mr Darling's suggestion. He believed that the matter should be resolved before the next Council meeting, and a response sent to the Department before October. There had to be agreement within the profession before anything was done.

Council agreed that the matter should be left to the president to find the best way forward.

End of 5ml dilution? The Society is to seek the agreement of the British Medical Association to end the current 5ml convention for the dilution of liquid medicines, in the light of concern about dental caries and the availability of oral syringes for measuring small doses.

The Practice Committee had previously asked the British Standards Institution to produce a standard for a 2.5ml spoon, but had delayed further representations pending any change in the 5ml convention. Some concern was expressed that, because of its cost, the oral syringe might not be bought by all who needed it. It was agreed that ultimately representation should be made for such a syringe to be included in the Drug Tariff, if only for children up to the age of 5. If that were to happen, then there might not be a need for a 2.5ml spoon.

After making some amendments to the proposed British National Formulary statement on dilution, the Committee recommended that it should be referred to the BMA for consideration, on the understanding that any agreed statement for inclusion in the BNF should not be published until there had been further discussion on the availability of alternative measuring devices.

When the matter came before Council, Mr J. Balmford said the Society should promote the idea of a 2.5ml/5ml double-ended spoon. Syringes were costly and could be dangerous.



Pharmacist Lionel Worrall and his staff can now proudly claim to be Top of the Shops. Mr Worrall, of Stirchley, Birmingham, was awarded a Choice rosette for outstanding service, after a customer nominated the shop in a local contest. Mr Worrall is pictured here with two of his staff, Debbie Wilcox (left) and Eileen McKay (Photo courtesy *Birmingham Post and Mail*).

Mrs L. Stone said the oral syringe complied with a British Standard. The 2.5ml spoons currently available were not made to a standard and had been found to be variable. The syringe would measure all doses up to 5ml.

Mr Coleman said the system by which the medicine was administered must be available on the NHS.

Bexley DPhO post abolished A meeting is to be sought with the chairman of the Bexley health authority to discuss a decision to abolish the post of district pharmaceutical officer. The Bexley DPhO had been given notice of termination of his employment as his post had been discontinued. After he had made representations to the health authority, the DPhO had received a letter from the district general manager formally withdrawing the notice of termination but confirming the intention to discontinue the DPhO post, following a period of consultation. Pharmaceutical advice would be provided by a principal pharmacist with support as required from the regional pharmaceutical office. The principal pharmacist would be relieved of some of his clinical duties and additional staff pharmacy hours of about 10 hours per week would be introduced instead.

The Practice Committee expressed grave concern at this further threat to the hospital service and agreed that it emphasised the need for a total review of the service. The current proposals in Bexley would mean that substantial aspects of the DPhO role would not be undertaken.

Warning on Equagesic repeats A pharmacist who unlawfully dispensed repeat prescriptions for Equagesic tablets is to be warned by the head of the Society's law department. Warning letters will also be sent to the company which employed him as a branch manager and to other pharmacists involved.

A Society inspector had found four register entries for Equagesic which did not comply with the Misuse of Drugs Regulations. In addition, one of the prescriptions had called for the

prescription to be repeated three times and it appeared to have been dispensed four times (ie, three repeats). The pharmacist had said he was not aware that Schedule 3 CDs could not be repeated.

A letter from the company noted that the repeated prescription had been dispensed on the first occasion and repeated by pharmacists other than the pharmacist in charge. It said that all the pharmacists concerned had been issued with advice on the relevant Regulations and all the communications had made specific reference to Equagesic tablets.

Academic group Consideration is being given to a proposal for an academic pharmacists membership group or, alternatively, a separate association open to both pharmacist and non-pharmacist members of academic staff.

"Pharmacy" in advertising The Society's working party on the Code of Ethics is to be reconvened to consider a number of matters including publicity for prescription collection and delivery services and the motion carried at the 1987 BRM on the use of the word "pharmacy" in advertising not related to professional activities.

Ag and vet meetings Council has decided that attendance at meetings of the Agricultural and Veterinary Pharmacists Group will qualify students for appropriate exemption from the practical experiences requirement of the Diploma of Agricultural and Veterinary Pharmacy. The diploma course fee for 1988 is £550.

Pet seminar The Agricultural and Veterinary Pharmacists Group is to hold a seminar on "Pet and companion animals" on February 9, 1988.

Observer proposal rejected Council has turned down a proposal that lecturers from schools of pharmacy should be permitted to attend meetings of the Ethics and Law Committees as observers.

BPC highlights tape A tape cassette of highlights of the British Pharmaceutical Conference is to be distributed to the Society's branches for play-back to their members, at a cost of £2,300.

Promotions don't always mean lower prices

Why be boring? Why always use the same old formula for promotions? Have some fun, dream up some new ideas for your own. For those who have a temporary mental block about what to promote or how, John Kerry, in the ninth article in his series, chips in with a few ideas for starters.

Mention promotions and it's uncanny how most people in retail immediately think of price promotions. Not surprisingly a product or products at deep-cut prices, is probably the only form of promotional activity in many shops.

A promotion in the retail sense means much more and, indeed, need not include the cut price ingredient at all. A retail promotion can exploit, elevate, highlight, accentuate and sell a product or product group. It will often include elements such as advertising, window or in-shop display, free (promotional) gifts, a competition, demonstrations, special signs and notices, a Press story, personalities and many more, including promotional prices.

The objective of a promotion in retail is of course to draw the public's attention to the shop, persuade them to visit and above all persuade them to buy. In truth, a complete marketing exercise.

Since a pharmacy is involved in many markets, the subjects for promotions are equally numerous. Just a few suggestions: "baby bonanza", "hair colouring month", "health food festival", "photographic competition", "cosmetics skin care week".

To take one example — a photographic competition — which would ideally be to promote a healthy shop section or to launch a new one. A subject and prizes are the first considerations. Subjects could be historic aspects of the town, local sport, local activities, holiday shots, happy families, or what have you. Contact the photographic suppliers for prizes; they are often generous when their products are promoted.

Your coverage in the local newspaper is important. A phone call should get a journalist around quickly (bearing in mind, of course, the restrictions on advertising detailed in the Pharmaceutical Society's Code of Ethics). Window and shop display material will be a combination of your own and manufacturers'. Leave nothing to chance — put a poster in the window and make sure the staff put an information leaflet

on the competition in every bag. Tie the promotion into your shop by insisting that only photographs processed through your business may enter. Apart from display material and prizes, manufacturers may well give special prizes for the promotion and subsidise advertising costs.

Other promotions may be treated in much the same way, but a different strategy can be adopted for either skin care or health foods. In the case of skin care, it might be appropriate to set up demonstrations in-shop, calling on the manufacturers to send you consultants. A more ambitious approach would be to arrange skin care evenings in a local hall or hotel. Apart from selling products and gaining new customers, you can often charge admission. Once again, manufacturers will help out with samples, display and expertise, while the shop organises publicity notices and other local activities.

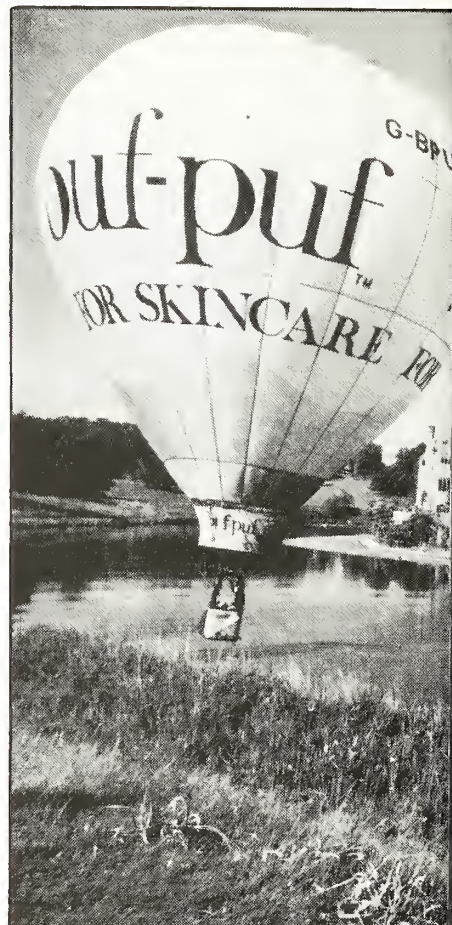
Business builder

Customers expect good advice and help from a pharmacy and during a promotion this becomes a great business builder. The local photographic society could provide someone for a Saturday, while a beautician might gladly give advice in shop since it will help her business as well as yours.

High activity promotions such as these need planning but are great fun for all, especially the staff. The ingredients need to be listed in the plan worked out in advance, like a political campaign. Hard work, yes, but the results are worth it. New customers are found during promotions and they tend to become loyal, old customers.

Should it be beyond a shop's ambitions to organise a full promotion, there could still be a desire to concentrate on pure price promotion of run-of-the-mill toiletries, hair care and baby goods etc. Then, once again, it needs to be planned with care.

Symbol groups provide standard material, barker cards, window posters, labels, flyers and even local advertising



help. In truth these are quite sufficient for an off-the-peg price promotion, providing the suit "fits". Remembering symbol group deals are negotiated nationally and cannot always suit all members. This is when difficulties arise, because certain lines in the advertisements, or door to door leaflets are just not suitable. Should a shop then abandon the whole promotion? No, of course not. The products that can be promoted should be. Fortunately window posters and barkers are individually printed.

Advertisements in the local Press and door to door leaflets drawing attention to your prices are important, but they must be used consistently, month after month. A standard one from the symbol group headquarters may not suit, but one designed specifically for the shop will. It doesn't need new artwork every month; only the product name and promotional prices need be changed.

Much more suitable for the individual shop, group of shops or small multiple is a monthly price promotion organised entirely in-house. This will, of course, often include symbol promotions, but added to it could be special price obtained from manufacturers and elsewhere.

Promotions say to the public, "this is a good shop to come to", "this shop is exciting", "this shop has always got something new to say or offer". In the case of a pharmacy, unlike the soulless self-service stores, the promotion includes the vital human touch, advice, expertise and someone who understands customers specific needs.



While you are thinking about it, why not have a couple of full promotions this year? It will not only improve the business but also bring some fun into the shop.

John Kerry has been in pharmaceutical marketing for 20 years including, most recently, four years as Vestric's marketing manager. For the past two and a half years he has been running his own company, Kestral Marketing and Promotions, providing marketing services to retail pharmacy business and those serving retail pharmacy.

Up, up and away... One way of getting the message across, but small shops can do much to help themselves

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pm	C Further Uses of EPoS Data	D Direct Product Profitability (DPP)
WEDNESDAY 30 SEPT		
am	F EPoS in Large Store Retailing	G EPoS in Multiple Branch Retailing
pm	H EPoS in Voluntary Groups and Convenience Stores	J EFTPoS: What The Retailers Think
THURSDAY 1 OCT		
am	L Retail Systems: Costs and Benefits	M Automated Physical Distribution Management
pm	N Hospitality and Service Systems	P Scanning
FRI 2 OCT		
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NAME COMPANY ADDRESS TEL



A crowd of small boys nudge each other and whisper: "It's him. It's Gareth Roberts." For Welsh rugby internationals, being recognised in the street is an occupational hazard.

"Hello boys, you alright?" Gareth turns and waves at the boys. "Some of the players, they like all the attention. I don't," he says. "I can't understand boys coming up and asking for my autograph when rugby is something I do as a hobby."

It's a hobby that took him half way around the world in May to Australia and New Zealand for the first rugby World Cup. And while England, Ireland and Scotland fell in the quarter finals, Wales kept the home flags flying with a win over the fancied Australians in the third place play-off.

"We were written off before the first game," Gareth recalls. "The Press were saying that Ireland would beat Wales, we'd finish second in the group, lose to New Zealand in the quarter finals, and be home in three weeks."

In fact Wales were undefeated in winning their group, beating Ireland 13-6, Tonga 29-16 and Canada 40-9. So to Brisbane and a quarter final with England, who hadn't beaten Wales away from Twickenham in 25 years. Although injuries were starting to take their toll, Wales won 16-3 and Gareth scored his second try against the old enemy. "Two in two games against those boys," he says with a grin.

But Gareth will also remember the game for the broken nose which was to keep him out of Wales' semi-final with New Zealand. "I don't remember much of the second half," he says. "I must have been playing by instinct."

Gareth might be glad he missed the All Blacks, who ran up 49 points in a record Welsh defeat. "But five of the pack were out. I'm not saying we would have beaten them,

Few pundits gave Wales much chance in the inaugural rugby union World Cup, but the team rose to the occasion, securing third place. Those of us who watched, bleary-eyed, the live TV coverage in the small hours, will have seen pharmacist Gareth Roberts, Cardiff back row (with ball, Wales v Tonga), cap a good personal tour with tries against England and Australia.



Brisbane and Rotorua ...he was there!

but it would have been a better game."

For third place, Wales found themselves in Rotorua facing Australia, rather surprisingly beaten by France. The Welsh were helped to their 22-21 last gasp victory by the third minute sending off of Australian back row David Codey, who had a "run-in" with Gareth in the first minute. "It was his fault," Gareth explains. "He went for my nose!" Using the extra space, Gareth scored his second try of the competition.

Gareth says the World Cup was special for the spirit that existed, for once, between the teams. "All the lads from the Northern Hemisphere were rooting for each other. We were delighted when France beat Australia, and they were supporting us in our games."

A slightly different attitude prevailed among the Antipodeans. "They didn't want to know," Gareth says. "The Aussies wouldn't swap shirts after we beat them, and

we weren't allowed in their dressing room for 20 minutes after the game."

Fond memories of a Swansea schools tour to New Zealand in 1976 were awakened on two occasions, when people with whom he had stayed visited the Welsh dressing room. The hotel food was good too, and Gareth found himself tipping 15 stone on his return; he thinks his best weight for his 6ft 3in is around 14st 2lb.

The World Cup has been the pinnacle of many players' careers. At 28 now, Gareth may still be playing when the second Cup is played in 1991, but there are no certainties in rugby. His five caps were his first appearance in a Welsh jersey for two seasons following injury.

Gareth Roberts made his senior debut, after 21 junior caps, against France in 1985. A second cap against England saw him score his first international try.

While studying at UWIST, Gareth played in the side that

won the 1980 university championship. He recalls the semi-final against the sporty Loughborough Colleges. "While we turned up in jeans and sweatshirts, they arrived in blazers and ties. They were the favourites, but we gave them a slamming, 39-6."

With the new domestic season just around the corner, Summer is no time to rest. Swansea is also the base for Wales scrum half Robert Jones and forward Paul Moriarty, and the three often train together at lunchtime. Squad training two nights a week will start again soon.

For the next few months, however, Gareth has to put in a lot of time in Howard & Palmer's pharmacy in Swansea's Townhill. The six-week trip to New Zealand used up the rest of this year's leave and some of next year's too.

He's also got an appointment to get his now slightly bent nose sorted out. It's all in a day's work for an international.

Chemist & Druggist 15 August 1987



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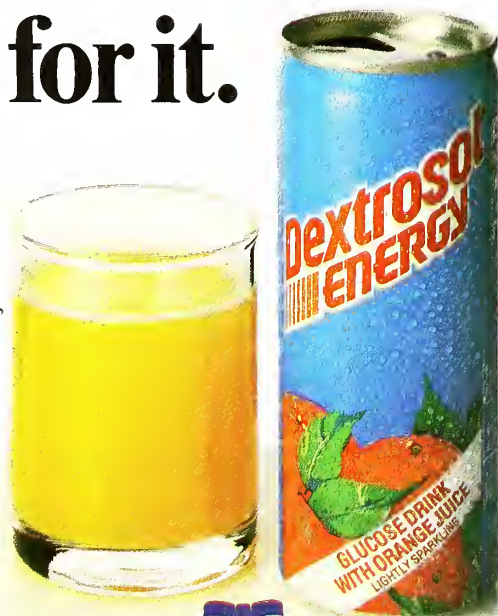
250ml cans of Dextrosol drink, shrinkwrapped in 24s are available from your usual Dextrosol tablet supplier. For further help or information, please contact: Customer Services Dept, CPC (U.K.) Ltd, Claygate House, Esher, Surrey KT10 9PN. Tel: 0372 62181.

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Health care ... at a price!

I would like to outline three instances recently where the pricing policies of different pharmaceutical companies have disturbed me.

The first, in *C&D*, involving the BM Test made by Boehringer, has been well documented. However, the reason given by Boehringer — that Boots were given a reduced price because of buying power — astonished me, as I am sure that Vestric and Unichem could buy in similar quantities.

The second case involves Maxepa, which when marketed by Seven Seas, cost £2.47 (trade) for 35 capsules. Although it was quite expensive, we had many customers who regularly bought the product. Since the takeover by Duncan Flockhart this size has been withdrawn and replaced with a 200 capsule pack costing £28.57 (trade), effectively doubling the price and stopping many people using the product — many doctors are reluctant to prescribe it because of the cost.

The third case involves the injection Lignostab A which is now distributed by Astra. When handled by Boots a box of 500 cost £41 (trade) to be sold at £70.48. Since Astra have handled the product the price has risen to £65 (trade) with an rsp of £74.75. In other words Astra would like us to supply this product at cost!

These three examples, in my view, represent the "unacceptable face of capitalism", where companies create new pricing policies with no thought for the retailer or customer because the companies know they have a captive market.

Huw Rees
Swansea

Not a meeting of like minds

I sat down last weekend and set myself an exercise in lateral thinking.

The problem was this: I am a member of the board of management of an organisation which consists entirely of pharmacists engaged in retail practice. I wish to organise a meeting to get approval of an increase in borrowing powers by a mere £50m. I want as few members as possible to attend. When should I organise such a meeting?

Firstly: Which month? Answer: August, the peak holiday month when one can assume that 30 per cent of the



Pharmacist Sally Knott wins a Minolta 7000 camera, first prize in a recent Macarthy Medical promotion, run jointly with Ciba. Ms Knott, of E.W. Best Pharmacy in Halesworth is pictured here with Ciba Consumer Pharmaceutical national accounts manager Simon Grantham, who presented the prize

membership will either be away on holiday, just returned from holiday or about to leave for a holiday.

Secondly: Which day? Answer: Avoid Wednesday, Thursday and Saturday at all costs, since most pharmacies have their half day on one of these days. Avoid Sunday because nearly everyone would be available to attend such an important meeting on that day. The logical choice then would be Friday — the busiest day.

Thirdly: What about those members who are really concerned and prepared to pay out a large sum to a locum to enable them to attend? I think the choice of month will cover that, as there will be virtually no locums free at that time.

Finally, give as little notice as possible (say three weeks) of the intended meeting.

I am sure the above exercise in no way illustrates the intentions of the Unichem board of management, but why have they gone out of their way to give this impression?

R.A. Ratcliffe
Coventry

PS. The notice of the Unichem Special Meeting arrived on July 23, for the meeting arranged Friday, August 14, 1987.

PPS. I set the same exercise for a member of my staff. Her conclusions, with no guidance from myself, were identical except for the month. She chose September, probably because she knew that I had arranged my holiday for that month!

Sort out OPD confusion

With reference to an item "Benoliel takes OPD hotseat" (*C&D* p158, July 18). I was horrified to read near the end of the article that the APBI has asked the DHSS to allow either 28 or 30 tablet packs. Is the Association so afraid of the medical profession's believed inability to calculate multiples of seven or 28 that it is prepared

to sacrifice the goodwill and support of the pharmaceutical profession? Doctors have weathered worse storms than this, and have, given time and patience, learned to live with metrication, and the blacklist. Indeed, did I not read recently that the BMA, or some other august body, has itself come out in favour of seven and 28 day quantities?

We have already seen the shambles created by Stuart and SK&F, not to mention those pharmacists who will insist on dissecting a calendar pack to give the exact number of tablets the doctor has ordered, no matter how much confusion it may cause the patient, and even though we have express permission to supply to the nearest calendar foil.

The PSGB and the Government should end this vacillation by declaring illegal any other than those packs which are decided upon by the pharmaceutical and medical professions to be in *the patient's best interests* regardless of commercial expediency.

P Addison
Kilwinning, Ayrshire.

A reminder . . .

The NPA wholeheartedly supports the Society's Council in its view (consultative document on the Nuffield Report, July 25) that pharmacists should provide the advisory service that their training makes them uniquely qualified to give.

I would like to reiterate that the NPA is doing its utmost to help members achieve that goal. All members should by now have received a free copy of the NPA staff training manual consisting of over 60 leaflets and covering all areas pertinent to pharmacy staff. I would urge all members to make full use of this opportunity.

In addition, I would like to remind your readers that the NPA dispensing technicians correspondence course has been running now for four years and the comments from members who have sent staff on it are most gratifying. This course, by providing well-trained staff, enables members to achieve the freedom they require to perform their most important role — described by Council as "... the advisory service on all aspects of medicines, but it also encompasses health education and advice on the best course of action to adopt in response to described symptoms".

How else but by training their staff will pharmacists be able to delegate their routine work and take up the challenge thrown down to the profession?

Tim Astill
Director
National Pharmaceutical Association

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PATA talking point

The recent Radio Four programme "You and Yours" (*C&D*, August 1, p210) which questioned on behalf of a Scottish retailer the need for Resale Price Maintenance on OTC medicinal products gave the impression that the Proprietary Articles Trade Association appeared unwilling to talk to them on the subject.

The PATA wishes to make it clear that when it was contacted by Radio Four to record an interview it was pointed out that the recording time available was insufficient to allow for a detailed explanation of the judgment which applies in favour of RPM on medicines. It was thought to be more advantageous for the programme advisers to read the judgment in full and a copy was duly passed to their representative though obviously they failed to comprehend the reasoning behind the judgment.

The PATA is grateful to Mr Tim Astill, National Pharmaceutical Association



Soccer star Dave Watson presents a trophy to Mansfield pharmacist Frank Caeney to mark his triumph in the Midlands regional final of the Numark/Rennie golf tournament

director, for taking part in the programme live and for making his constructive comments.

The PATA will, as always, continue to endeavour to ensure that the law regarding RPM on OTC medicines is upheld and will pass all reports of price-cutting to the appropriate manufacturers for corrective action.

Gerry Harraway
Secretary designate, PATA

OTC HC — a market point

Having read with interest your article on the OTC hydrocortisone market (July 25, p165), I too was "surprised" with the claim that Kerfoot's hydrocortisone cream was the number two product with an 18 per cent market share.

The reason would appear to be confusion within the research company, between sales of Kerfoot's POM and P product, inflating Kerfoot's OTC performance. Independent research which is available to Care shows that Medicort hydrocortisone cream, with a 19 per cent market share, is in a strong number two position enjoying a very high level of support and recommendation from pharmacists. We believe with continuing educational support for the pharmacist and appropriate consumer advertising that this market share will increase further.

Rob Elliott
Group product manager,
Care Laboratories Ltd.

Nuffield — BPA sees opportunity

Irrespective of Xrayser's inflammatory remarks (*C&D*, Nov 1986), the Nuffield Report is out of the Society's closet.

Community pharmacists have the most difficult task of balancing their professional and commercial roles and at the same time maintaining their livelihood. All of them by now realise how much worse off they are under the present new system. Mr Alan Tweedie rightly said at the time: "Is the price paid for rational location justified?" The Nuffield Committee regards the loading of remuneration "even more on to the number of prescriptions dispensed as thoroughly retrograde". Therefore, it is shocking to find that with the blessing of those in "the ivory tower", our negotiations have moved away from the Nuffield recommendation.

Comparing the wage rises in real terms with other professions, we are of the opinion that the Society may have acted heavily handedly and repressively towards small pharmacists rather than defending their interests. Therefore comments in the Nuffield Report like: "... There are aspects of the Society's work in which it (Society) has not been as active as we think it should be", should not surprise most of the pharmacists.

The Nuffield Report has provided us all with an opportunity which we must not fail to take. Our negotiators have already been out-manoeuvred on the remuneration part of Nuffield. It will be interesting to see when resolution 9 in the Council's report is implemented.

Mr Nathan, you had the full benefit of the BPA (UK) machinery to get you elected. Now you have Mr G. Parke sharing similar views (both ex BPA), we expect that any decisions you both make would reflect the views of the small pharmacists and look forward to some positive action beneficial to small pharmacists.
Jayanti Patel
Secretary, BPA



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All entries must be on an official entry form and must contain the number printed on the reverse of your display stand. No entrant may win more than one prize but all winners will qualify for the tie-breaker entry form for the chance to win the Nivea Sun Suzuki/Santana. The judges' decision is final. For results enclose S.A.E. Promoted by Smith & Nephew Consumer Products Ltd. In the event of a tie, those involved will be contacted and entered into a tie-breaker competition. Any prize winner under 18 years of age must supply written parental consent.

Name _____
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NIVEA SUN IS A REGISTERED TRADE MARK

The big spend: steadiest since War by 1990?

By 1990 retailers may have seen the most persistent period of strong consumer demand in post-war history.

That's the optimistic conclusion of a Retail Business review of consumer spending prospects. The report predicts an average 3.5 per cent rise in real spending between 1986 and 1990, showing faster growth than that of real incomes, projected at an average 2.75 per cent, despite a 3.75 per cent rise in 1988 and 4.5 per cent this year.

Great swings of opinion about spending trends have been seen since 1985. A fall in retail sales in March led to pessimism, but the rise in the index from a value of 126 to 140 in April meant a quick change of opinion, says the review. Then another fall in May brought the pendulum back again. The trouble is that retail sales volume has become far less reliable in showing the pace of consumer demand,

Retail Business concludes. Three month averages are more reliable, and these suggest fairly rapid growth — at least for a few months.

Entry into the European Money System is expected, though there are two practical problems, says the report: the Prime Minister is rumoured to be against the move; and the moment of entry would preferably be when sterling has a slight competitive advantage. British consumers would feel the effects of an entry in steadier exchange rates, and this would eliminate sharp price swings due to exchange movements.

All in all, Retail Business forecast that future economic policies will favour the consumer sector, mainly through income tax and interest rate cuts. Though, they warn, the recent balance of payments deficit has caused some concern.

"Prospects for Consumer Spending", *The Economist Intelligence Unit, 40 Duke Street, London W1A 1DW.*

convinced that this happens; and that it applies also in the arbitrary fixing of charges by the major credit card companies." Access and Barclaycard charges should be based on the amount of servicing required, he claims, and not on turnover or sectoral discounts.

Card holders should pay: NCT

Credit card holders should bear their cost, rather than traders who provide the goods or services, according to the National Chamber of Trade in evidence to the Monopolies and Mergers Commission.

The Commission is looking into the question of whether a monopoly situation exists in the supply of UK credit card services. In the NCT's submission, chief executive Bernard Tennant says: "Where a service charge or commission is to be raised on those who accept cards then, in our view, that charge should be manifest in published rates; and based upon the extent of servicing required by the credit transaction. There should be no differential charging between large and small retail companies, nor between different sectors of the retail industry except where it can be justified on a cost benefit basis."

Previous OFT investigations have failed to find enough evidence of big stores and supermarkets using their commercial muscle to force suppliers to give them advantageous terms, but Mr Tennant insists: "The Chamber remains

Support for more scanning stores

The number of stores scanning EAN bar codes rose to 836 in June, compared to 600 the year before, and consumers seem to be accepting the change.

Boots plan to equip 170 of their stores with scanning equipment over the next three years, and almost half the stores now scanning are not in the grocery trade, the Article Numbering Association's annual report reveals.

A Marplan survey of consumer attitudes commissioned by the ANA showed a high level of awareness of barcodes and their uses, and 67 per cent of those interviewed outside a scanning store said they preferred it. The number structure and rules for coding money-off coupons have been issued to allow coupon clearing houses to use scanners for counting and sorting.

Elizabeth Arden sold to Faberge

Eli Lilly have stepped out of the cosmetics business with the \$700m sale of Elizabeth Arden to Faberge.

The sell-off marks Lilly's decision to concentrate on their high technology, life sciences business (see *C&D*, April 11). Richard Wood, Lilly's chairman, said the company had been looking for a buyer who would go on running the Arden organisation as a stand-alone unit in the prestige end of the beauty market. "We're satisfied that each of these goals has been realised," he said.

Other 'non-financial requirements' included in the deal are that Faberge offer work to Arden's present employees, and that the manufacturing and distribution operations, along with the Maine Chance SPA and retail salons, will be carried on.

Beecham stop price cutting by drugstore

Beecham have been granted an interim interdict (injunction) against Scottish drugstore Semi-Chem by the Court of Session in Edinburgh.

It prevents Semi-Chem from selling any Beecham products, covered by the Restrictive Practices Court Order of June 5 1970, at prices lower than Beecham's published price lists.

Last month Nicholas Laboratories were also granted an interdict against Semi-Chem for alleged price-cutting (*C&D* August 1 p210).

Beecham say their action was taken "reluctantly" after a number of years of disputes with Semi-Chem over price-cutting.

Andrew Kerr, managing director of 17 Semi-Chem stores in Lanarkshire and Ayrshire, told Glasgow's *Daily Record* that his customers don't believe him when he says he could be in contempt of court for keeping his prices low. "I don't see why retailers should make an extra profit while my customers, particularly the elderly, suffer unduly," he said.

Pure Plant Product, set up 21 years ago by Dr and Mrs Ellis Slater to make health and beauty care products, have been bought by The Health & Diet Group. Dr Slater will still be the local director.

Pharmacists to verify PL applications? 'No' says PAGB

A proposal that pharmacists should be among the experts verifying product licence applications has met with opposition from the Proprietary Association of Great Britain.

The European Community requirement for expert summaries to accompany product licence applications was introduced in the UK last year. Although the Directive does not define the qualifications of the experts involved, it is generally accepted in Europe that the clinical report should be prepared by a medically qualified doctor. The EEC Committee on Proprietary Medicinal Products has just issued draft guidelines suggesting that the analytical report, which covers the chemistry and pharmacy of the product, should be signed by someone with a pharmaceutical qualification.

The PAGB believes that, if this proposal goes through and reports prepared by other scientists become unacceptable in the UK, the industry will be in difficulties. The Nuffield report showed that only 1,343 pharmacists are employed in industry (about 5 per cent of the total) and less than half work in areas where they can develop expertise in manufacture or pharmaceuticals. The reason for the change is believed to be the regulatory authority's dissatisfaction with the quality of the reports and the feeling that pharmacists will do a better job.

PAGB members say that because most of their applications are still in the DHSS

backlog they are unable to comment on the acceptability or otherwise of their experts, who are often chemists. There is a feeling that if a pharmaceutical qualification becomes necessary, reports will be prepared by inexperienced pharmacists or ghosted by other scientists and merely signed by a pharmacist. PAGB is discussing the matter with the Department and with CPMP.

■ The PAGB is calling for a longer life for product licences to help reduce the workload of the UK licensing authority.

The proposal to increase the life of a UK Product Licence from five to ten years is part of the PAGB's submission to the inquiry into the Medicines Division, launched after complaints about the length of time being taken to process licence applications.

PAGB says that a ten year licence would not be a safety hazard because there was sufficient evidence that regulatory bodies suspend or revoke licences quickly enough when there was a risk and do not wait until the renewal date to do so. The ten year renewal cycle would be in line with the fact that manufacturers no longer have to submit clinical data if a product is essentially similar to one that has been on the market for ten years and is presumably considered safe and reasonably up to date.

The PAGB submission contains other proposals for reducing the licensing authority's workload. It also says that it would be helpful if manufacturers could be given a better idea of how long product Licence applications were likely to take so they can better plan for new launches.

Make rules clear call from ASA

The Advertising Standards Authority is asking that conditions of redemption of consumer offers be made clear on-pack.

The request comes after complaints about Oral-B's recent consumer cashback promotion. It offered £1 from purchase of two Oral-B 40 adult toothbrushes. In one instance a customer bought ten brushes and then discovered the offer was restricted to one per household. She felt the rule should have been visible before purchase. Oral-B have agreed with the complaint and are honouring all multiple redemption requests, but the Authority has noted that all such conditions should

be made clear *before* the purchase is made.

And as a result of a separate complaint an advertisement for Polaroid's passport photo service is to be altered because it resembles official notification, says the Advertising Standards Authority.

Advertisement envelopes, carrying information leaflets, read: "Urgent", "Important Passport Photo Information", and carry a Passport Office look-alike logo. Although the advertisers argued that the bright pink print distinguished it from any official notice, the Authority has asked that future mailings clearly identify Polaroid.

Parkfield, the group which bought David Anthony Pharmaceuticals in October last year, has brought out pre-tax profits of £8.1m for 1987.



Electrical distributors BDC have opened Trade Counter to replace the Green Lanes service. The new area is six times bigger. Counters are split into small orders, and "conventional service" — where expert advice may be required, or samples of goods can be seen. A new "do-it-yourself" computer terminal can be used by customers to check stock availability, and the company plans to let customers order goods directly.

Tip Top count cost of stock shrinkage

Tip Top Drugstores have revealed that drastic stock shrinkage has cost them £800,000 and was the cause of their profits shortfall (see C&D, August 1987, p231).

The company's 1986/87 pre-tax profits, announced last week, plummeted by £850,000 to £430,000; shares greeted the news by dropping 8p to 158p. There are said to be signs of misreported stock at 44 of the company's stores.

Last year Tip Top made £1.28m profit before tax for the year to the end of May. The company was floated last year with promises of "a very rosy future". Their offer for sales was oversubscribed 65 times.

CTPA support

The Cosmetic, Toiletry and Perfumery Association is to have joint venture support from the British Overseas Trade Board (BOTB) for companies wanting to take part in the British/CTPA stand at the Cosmoprof '88 exhibition, April 22-25 1988, in Bologna.

Companies can get help with the costs of setting up exhibition stands and other activities. Firm costs are expected to be available by September/October.

Any company making goods in the UK (including non-members of the CTPA) interested in further information should contact the CTPA not later than October 9, at 35 Dover Street, London W1X 3RA (tel: 01-491 8891).

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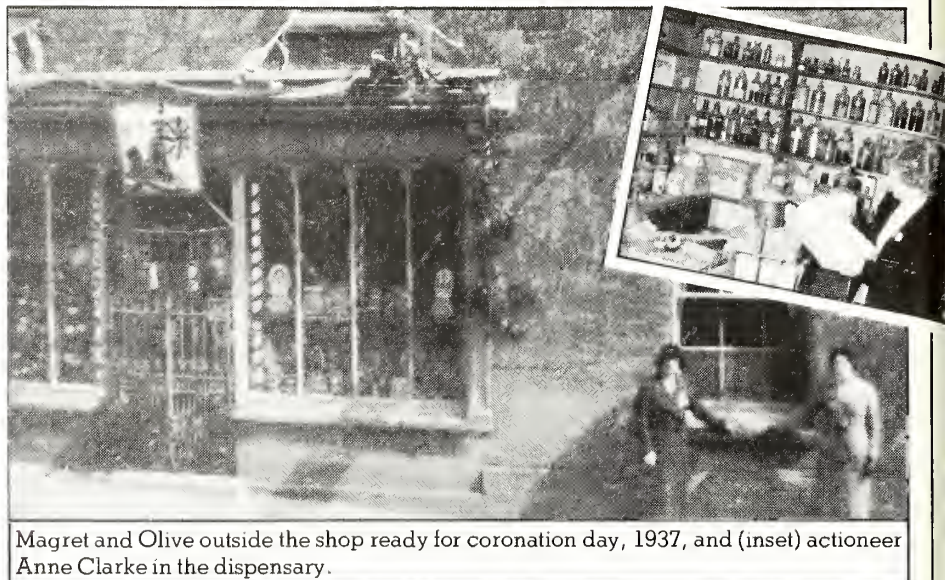
The sale of an Edwardian pharmacy and its stock, untouched by twentieth century developments, is attracting nationwide interest.

The discovery of the chemist shop in South Petherton, Somerset — complete with floor to ceiling cobwebs — attracted national media coverage this week, both in the newspapers and on radio.

The shop was established by William White in 1880, but the dispensary was shut off in 1909 when his son Charles, who was not qualified, took over — he sold only drinks and patented medicines. On his death, daughters Margaret and Olive took charge, but shut up the whole store in 1969, when they refused to handle the new decimal currency. Since then it has all been left intact, including the last day's "old money" takings in the till.

The sale comes after the recent death of Margaret, and the subsequent discovery of the goods behind the white-washed windows. "It was an amazing sight", says auctioneer Anne Clarke, of Lawrence Fine Art. "Everything was covered in a thick layer of dust and cobwebs."

Local chemist Herbert Bolland was commissioned by the estate agents to sort out the dated medicines, which included



Magret and Olive outside the shop ready for coronation day, 1937, and (inset) actioneer Anne Clarke in the dispensary.

to everyone's surprise, arsenic compounds, strychnine preparations and opium.

Until this week the auctioneers estimated the contents would fetch about £5,000, but Ms Clark told *C&D* that with the bombardment of calls she's received, from among others the Wellcome Foundation, the British Museum and the PSGB, anything could happen. Treasures were still being discovered when *C&D* went to press, but among the items so far are fleece-lined chest protectors at 2/6d, apothecary jars, mahogany drug drawers containing herbalist preparations, scales and patented products like Andrew's liver salts, Hind's hand cream, Skuse's herbal tablets and Cadbury's panel chocolate.

Written relics include the prescription book, a *Daily Express* reporting the loss of the Titanic, and a 1949 *C&D*, surprisingly (dare we say!) still in its postal wrapping.

EVENTS

Welsh AIDS theme

The Welsh Pharmaceutical Conference will take place on October 10-11 at the Seabank Hotel, Porthcawl, Mid-Glamorgan.

The theme is "AIDS — facts and fiction", and speakers include Dr Colin Griffiths, co-ordinator of the Welsh AIDS campaign, and Dr Jackie Parkin, research fellow at St Mary's Hospital Medical School, London, on "Field Experience".

The cost for a twin/double room or single room with private bath/shower is £53 per delegate and £49 per accompanying guest. The cost for non-residents for Sunday is £6 to include registration and refreshments, £8 if lunch is included, and £12.50 for Saturday evening's conference dinner. Details from Sidney Southwell, The Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London SE1 7JN.

DEATHS

Jim Phelps, on June 11. *Agfa-Gevaert* write: Jim Phelps joined Gevaert in 1938 and was one of our top sales representatives selling photographic equipment. He established strong ties in Yorkshire which was his territory for 33 years. It was due to ill health that he came South again to take a position in the marketing department. He retired in 1985 after 47 years with the company — one of the longest service records ever with us. He will be remembered with great affection by all his friends. Our condolences go to his widow, Olive, and his family.



Pharmacist Michael Lynch, who works for the charity Ocean Youth Club, never misses a chance to win support from reps who visit his Larne Pharmacy in Northern Ireland. Recent help for the club's latest venture from Janssen Pharmaceutical, who donated a supply of Stugeron travel sickness products. Mr Lynch (third from right), yacht master and sailor's first mate, is pictured seeing the group off to Portugal, while Stewart Patterson, a Janssen representative presents Stugeron to Jimmy Dowey, captain of the yacht Master Builder.

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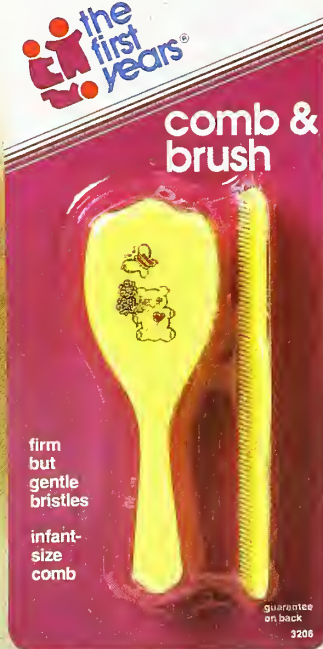
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